

# NBC

## TRADE NEWS

February 1, 1954

PRESIDENT BAYAR OF TURKEY VISITS NBC; SEES COLOR TELECAST  
OF 'ZOO PARADE' AND REHEARSAL OF 'TELEVISION PLAYHOUSE'

President Celal Bayar of Turkey was the guest of the National Broadcasting Company on Sunday, Jan. 31. He toured the network's Radio City headquarters and viewed color television for the first time.

The tour was followed by a brief reception in the NBC executive offices. After the reception the President, at his request was escorted to the roof of the towering RCA building for the breathtaking spectacle of the world's largest city.

Present to greet the Turkish President were: Frank Folsom, President of the Radio Corporation of America; Sylvester L. Weaver, Jr., President of the National Broadcasting Company; Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company; Joseph V. Heffernan, the network's Vice President for Finances and Services; Thompson H. Mitchell, President of RCA Communications, and Mead Brunet, Vice President and Managing Director of the RCA International Division.

Accompanying President Bayar was Madame Bayar and members of the official party with whom he is making his first visit to the United States.

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The color television program viewed by President Bayar was a dress rehearsal of "Zoo Parade," which was being produced for the first time in color. The program was seen on an RCA color receiver over a closed circuit from the Colonial Theatre, the network's main color studio.

The program had to do with the way nature adapts animals, both as regards shape and color, to the environment in which they live. President Bayar displayed keen interest in the program, and remained 15 minutes longer than originally scheduled.

Later, he was escorted onto the set of the "Goodyear Television Playhouse" production of "The Brownstone," the drama in rehearsal for performance that night. There, Mr. Weaver and Mr. Sarnoff pointed out various aspects of the production. Later, he watched the proceedings from the control room and chatted briefly with the program's producer, Fred Coe.

President Bayar's visit to the roof of the RCA Building was his first experience atop a New York skyscraper. The day was clear but windy. The President expressed special interest in seeing the United Nations building from this vantage point.

Representing the State Department were John F. Simmons, chief of protocol, and Lincoln White, the department's press officer.

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NBC-New York, 2/1/54





CAST AND CREDITS FOR 'MARRIAGE OF FIGARO' ON NBC-TV

The NBC Television Opera Theatre will give its longest and most ambitious opera when it presents the complete "Marriage of Figaro" by Mozart, in English, in two installments Saturdays, Feb. 6 and 13 (NBC-TV, 4 to 5:30 p.m., EST). Acts one and two will be telecast on Feb. 6, and acts three and four on Feb. 13.

Cast and credits are:

CONDUCTOR.....PETER HERMAN ADLER  
Susanna.....Virginia Haskins, soprano  
Figaro.....Ralph Herbert, baritone  
Cherubino.....Ann Crowley, soprano  
The Count Almaviva.....William Shriner, baritone  
The Countess Almaviva....Laurel Hurley, soprano  
Marcellina.....Ruth Kobart, mezzo-soprano  
Dr. Bartolo.....Emile Renan, baritone  
Don Basilio.....John McCollum, tenor  
\*Barbarina.....Anne Weeks, soprano  
Antonio.....Paul Ukena, baritone  
\*Don Curzio.....Robert Holland, tenor  
\*Court Crier.....David Williams, tenor  
Chorus.....Beth Hawkins, Rosalia Maresca,  
Joan Moynagh, Carole O'Hara,  
Jamison Gill, William Lewis,  
Sigmund Mezey and John Zadorozny  
\*Dancers.....Felice Conde, Carmen Guiterrez,  
Glen Tetley and John Butler

\*Feb. 13 only.

Costumes.....John Boxer  
Settings.....William Molyneux  
Assistant Conductor.....Leo Mueller  
Technical Director.....Robert Hanna  
Choreographer.....John Butler  
Audio Director.....George Voutsas  
Translation.....Edward Eager and the NBC  
Opera Dept.  
DIRECTOR.....KIRK BROWNING  
ASSOCIATE PRODUCER.....CHARLES POLACHEK  
MUSIC AND ARTISTIC  
DIRECTOR.....PETER HERMAN ADLER  
PRODUCER.....SAMUEL CHOTZINOFF

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NBC-New York, 2/1/54





## TRADE NEWS

February 2, 1954

ARLENE FRANCIS NAMED EDITOR-IN-CHIEF OF NBC-TV's 'HOME,'  
NEW MONDAY-FRIDAY WOMEN'S SERVICE HOUR STARTING MARCH 1

FOR RELEASE IN A.M. PAPERS, WEDNESDAY, FEB. 3, 1954

Arlene Francis, noted television, radio and stage star has received one of the top daytime assignments in television. She will appear as editor-in-chief of NBC-TV's new women's service program, HOME (Mondays through Fridays, 11 a.m.-12 noon, EST) which will start in the East and Midwest Monday, March 1.

As editor of this novel program planned to add new scope and magnitude to daytime television, she will serve as guide for viewers, turning the pages of the "live magazine" from one feature to another. Miss Francis is well-known for her appearances on radio and TV as mistress of ceremonies, on panel shows, on talent and interview programs and as a dramatic actress.

Assisting Miss Francis, will be a number of feature editors, all experts in their specific fields. Among those scheduled for regular appearances on "Home" several times a week are Eve Hunter, fashion and beauty; Poppy Cannon, food; Dr. Rose Franzblau, family affairs and child care; (Miss) Sydney Smith, home decorations; William

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Peiglebeck, gardening and "how-to-do-it" and Estelle Parsons, special projects. The latter category will include innumerable miscellaneous topics not covered in other departments, such as family budgets, taxes and community organizations.

Miss Francis will also function as the leisure time activities editor and will handle shopping features on the program.

Miss Hunter, familiar to viewers for her frequent TV appearances -- many of them on fashion shows -- was formerly fashion coordinator and commentator for Joseph Magnin in San Francisco where she organized weekly shows and developed fashion programs for other stores as well. Among her more recent programs have been the "Eve Hunter Show" on WNBT and "Meet the Man in Your Life" on another New York TV station.

Poppy Cannon is an active writer and consultant in all phases of the food field. She is food editor for "House Beautiful" and author of "The Can Opener Cook-Book." Her shows on television have included "Food News for People Who Work," "Cook and Win With Poppy Cannon" and "Poppy Cannon Presents What's New."

Dr. Rose Franzblau, the eminent child psychologist, has been dealing with problems of child care for many years. She is the mother of two children and the wife of Dr. Abraham Franzblau, dean of Hebrew Union College Schools. She formerly was training director of headquarters personnel for the United Nations Rehabilitation and Relief Administration, and national training director for the National Youth Administration. She is currently the author of a daily column on human relations in a New York newspaper.

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Sydney Smith has devoted most of her professional career to women's service programs, having appeared on such TV shows as "Market Melodies," "Your TV Shopper," "Ask Miss Smith," "To The Ladies" and the "Swift Home Service Club."

William Peiglebeck is a popular gardening and "fix-it" authority whose programs have been seen and heard extensively over local stations in Philadelphia.

Twenty-six-year-old Estelle Parsons began her TV career as a Girl Friday and general all-round aide on NBC-TV's news and special events program, "Today."

Also signed to appear on "Home" on a once-a-week basis has been Elinor Ames, well-known etiquette expert, who will conduct a feature on that subject. A physical health editor will also be selected.

Specialists from various key points around the country will be chosen to cover features and specific events occurring in their areas. Dorsey Connors, women's service expert from Chicago will be the Midwest editor and others will be selected soon.

Richard A.R. Pinkham is executive producer for "Home," Jack Rayel is producer, and Richard L. Linkroum associate producer and director.

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NBC-New York, 2/2/54



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FOUR ADVERTISERS ADDED TO PARTICIPATING  
SPONSORS ON NBC-TV's 'TODAY' SERIES

Four more sponsors have been added to the long list of clients participating in TODAY, NBC-TV's early morning news and special events show.

The new orders, announced today, are from:

Mutual Benefit Health and Accident Association of Omaha, which has bought 39 participations from Jan. 25-April 23, through Bozell & Jacobs, Inc., of Omaha.

Bissell Carpet Sweeper Co. of Grand Rapids, Mich., which ordered 11 participations from April 5-May 27, through N.W. Ayer & Son, Inc., of New York.

C.F. Church Manufacturing Company of Holyoke, Mass., maker of plastic wall tile, which bought four participations from March 1-March 26, through William B. Remington, Inc., of Springfield, Mass.

And Brown & Haley Candy Co. of Tacoma, Wash., which ordered one participation on Feb. 9, through Honig-Cooper Company of Seattle, Wash.

"Today" stars Dave Garloway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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NBC-New York, 2/2/54

FROM ALBERTA AND AHEAD TO INVESTIGATION

REPORT ON THE 1941-1942 YEAR

For more reports have been received in the last year.

During the year, the following reports have been received:

Special Agent

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February 2, 1954

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PAUL LAVALLE CONDUCTS BAND OF AMERICA IN GALA 27TH ANNIVERSARY  
BROADCAST OF CITIES SERVICE SERIES ON NBC RADIO NETWORK

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Paul Lavalle will conduct a gala program celebrating the 27th anniversary of the Cities Service broadcasts on NBC Radio, Monday, Feb. 15 (9:30 p.m., EST). Edwin Franko Goldman's "On the Mall" march will keynote the CITIES SERVICE BAND OF AMERICA anniversary salute, followed by a medley of "Hit Songs of 1927."

The series premiere broadcast took place in Carnegie Hall, New York City, on Feb. 18, 1927, under Goldman's baton.

The 1927 medley, which will be sung by the Cities Service Quartet, will be comprised of DeSylva, Brown and Henderson's "The Best Things In Life Are Free," Vincent Youmans' "Hallelujah," Walter Donaldson's "My Blue Heaven," Erno Rapee's "Diane," and George Gershwin's "S'Wonderful." Paul Lavalle's own "The Cities Service Triumphal March," which he wrote especially for the Silver Anniversary celebration in 1952, will be an additional anniversary highlight.

The Heart Fund will be given a special salute on the show when the band plays Grafulla's "The Washington Grays March." Other selections on the program will include Egner's "The Official West Point March"; the Grand March from Wagner's "Tannhauser" and Lavalle's adaptation of the traditional, "The Old Oaken Bucket," featuring Will Bradley, Phil Giardina and Mike Autori as a trombone trio.

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JAN. 31 'COMEDY HOUR' WITH CANTOR

LEAVES COMPETITION FAR BEHIND

NBC-TV's COLGATE COMEDY HOUR rolled up a whopping 35.1 Trendex rating Sunday, Jan. 31, to leave its closest competition languishing almost 11 rating points behind.

Eddie Cantor was star of the top-rated program, seen from 8-9 p.m., EST, with Groucho Marx, Wally Cox and Connie Russell his guests. Trailing the Cantor show in the Trendex rankings was "Toast of the Town" (CBS), with a 24.3 rating.

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NBC-TV'S MARTHA RAYE IS TV LIFE MAGAZINE COVER GIRL

NBC comedienne Martha Raye adorns the cover of the March issue of TV Life magazine (which goes on newsstands Feb. 5). Inside the issue, the NBC-TV star is the subject of an article entitled, "The Bomb Explodes."

Complete with pictures, the story traces her success in show business from the time she entered motion pictures until her present-day triumph on TV. As the star of her own hour-and-a-half comedy show every four weeks, Martha will next be seen on NBC-TV, Saturday, Feb. 20.

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NBC-New York, 2/2/54



6,432,000 SETS INSTALLED IN U.S.A. IN 1953

BRING NATIONAL TOTAL UP TO 27,666,000

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NBC Estimate Reveals Year As Second Biggest

Television had its second biggest year in 1953 with a total of 6,432,000 sets installed during the 12-month period, according to an estimate released today by Hugh M. Beville, Jr., director of research and planning for NBC.

As of Jan. 1, 1954, television installations in the United States totaled 27,666,000, Beville said. This was an increase of 693,000 over the Dec. 1, 1953, figure. The 6,432,000 set increase in 1953 was exceeded only in the peak TV year of 1950, when about 6,600,000 sets were installed. //

Beville pointed out that post-freeze TV markets accounted for 2,626,000 new sets, or nearly 41 per cent of the 1953 increase.

The NBC-TV network as of Jan. 1, 1954, included 146 operating stations, of which 113 were interconnected. This interconnected network serves areas accounting for 26,753,000 sets, or 96.7 per cent of all sets in the country.

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February 2, 1954

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MERRILL MUELLER, PRODUCER OF NBC RADIO'S 'WEEKEND,'  
TO RECEIVE POLK MEMORIAL AWARD FROM LONG ISLAND U.

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FOR RELEASE TUESDAY, FEB. 9, 1954

Merrill Mueller, veteran war correspondent, newscaster and executive radio producer for NBC, has been named a winner of the sixth annual George Polk Memorial Awards granted by Long Island University for distinguished contributions in the field of journalism. This is the only award made to any network this year.

Mueller was cited for his "freshly creative and distinctively novel approach" in producing WEEKEND, NBC's weekly two-hour "Sunday newspaper of the air" which had its premiere on Oct. 4, 1953, and has been gaining in popularity to an unprecedented degree ever since.

"Weekend" (NBC Radio, Sundays, 4-6 p.m., EST) consists of 22 feature segments including last-minute news reports, remote pick-ups from overseas correspondents, background studies, personality stories, music, fashions, reviews of books and the theatre by Leon Pearson, political analyses from Washington, "how-to-do-it" segments, folklore studies and articles pointing out the need for reform in juvenile delinquency.

Outstanding public service features on "Weekend" have included folklore studies by Dr. Duncan Emrich, chief of the Library of

(more)

January 2, 1954

TO DIRECTOR, FEDERAL BUREAU OF INVESTIGATION  
FROM SAC, NEW YORK (100-100000) (P)  
SUBJECT: [REDACTED]

Re New York airtel to Bureau dated 12/15/53 and Bureau airtel to New York dated 12/16/53. Also re New York letter to Bureau dated 12/15/53. This is to advise that the above information was received from [REDACTED] on 1/2/54.

The above information was obtained from [REDACTED] who is a [REDACTED] and is being furnished for your information. It is noted that the above information was obtained from [REDACTED] who is a [REDACTED] and is being furnished for your information.

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Congress Folklore Section; detailed analyses of how Europeans regard the foreign policy of the Eisenhower administration; a moving plea by Fannie Hurst for more enlightened treatment of our old people; the deteriorating morale of Foreign Service officers of the U.S., and special on-the-spot features on Berlin, Rome, Seoul, and other news centers.

Thirty-seven years of age, Merrill Mueller has covered most of the major stories of World War II for NBC, including the North Africa, Italian, and French campaigns, and the final invasion and collapse of Nazi Germany. His assignments read like a catalogue of major battles in Europe, and later the Far East: Tours, Bordeaux, Dunkirk, Dieppe, Maginot Line, Battle of the Bulge.

He covered the Battle of Britain, the German thrust in North Africa, the arrival of U.S. troops in Iceland. Following VE-Day, Mueller covered the dropping of the A-bomb in Hiroshima, and the final surrender of Japan aboard the U.S.S. Missouri. He reported on the surrender for combined American networks.

During the post-war period, Mueller covered the marriage and Coronation of Queen Elizabeth; the rehabilitation of war-weary Europe through the Marshall Plan, and the great political conventions of 1952.

Previous honors conferred on Mueller included the Purple Heart for wounds suffered in battle; the Order of the British Empire; signed commendations by President Eisenhower; the French Legion of Honor; a Sigma Delta Chi award; an Overseas Press Club award, and two Headliners' awards for distinguished achievement in journalism. In addition, he has the U.S. Victory Medal, the Philippines Liberation Medal, and the British Commonwealth Medal.

Mueller was born in New York in 1916, educated in Connecticut public schools and Springfield University.

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NBC-New York, 2/2/54





February 3, 1954

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'BETTY WHITE SHOW' MUSICAL-VARIETY DAYTIME SERIES  
STARTS ON NBC-TV FEB. 8; STAR HAD 'CINDERELLA' RISE

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PREMIERE

The BETTY WHITE SHOW from Hollywood starring Betty White, will start on NBC-TV Monday, Feb. 8 (Monday through Friday, 10:30 a.m., EST) climaxing a "Cinderella" success story.

The half-hour show, will feature Miss White in comment and song, with nationally known guests, music by Frank DeVol, vocals by the Four Jokers, and varied human interest features.

Miss White was born in Los Angeles 28 years ago. In 1950 she appeared on local TV stations singing for \$5 a show. Soon she was working as a Girl Friday to a local TV disk jockey. When the latter moved to another station, Miss White was retained and took his place until the station could find a replacement. They never did and for three years, Miss White reigned over the five-hour-a-day program, scoring favorably with Los Angeles viewers.

In her spare time she helped create a local situation comedy show "Life with Elizabeth." The show with Miss White was so successful, it was syndicated and is now seen in more than 60 cities. Last year she won the Academy of Television Arts and Sciences "Emmy" award as the best new personality of the year.

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Tom McAvity, NBC Vice President in charge of TV Network Programs Division, told the press when Miss White was signed: "I believe Betty White is the female personality that TV has been looking for. She very well could be TV's first American sweetheart. In my opinion she has that certain intangible that appeals to the entire American family."

Fred Wile, Jr., NBC Vice President in charge of TV Network Programs (Pacific Division), said: "Recently, NBC President Sylvester L. Weaver, Jr., sent me to Hollywood from New York for the express purpose of seeking a new hit daytime show for the network. I met a tidal wave of enthusiasm for a young lady named Betty White. With all of this clamor I had to find out about her for myself. I did. An audition was authorized and on its strength, I recommended to national headquarters that the program be scheduled and the result is that on Monday, Feb. 8, she will make her first appearance as a new star on the NBC network."

The show is a Bandy Production in association with Don Fedderson. Fedderson is executive producer, Fred Henry is producer, George Tibbles stage director, Bill Bennington director, and Frank DeVol musical director.

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NBC-New York, 2/3/54



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CREDITS FOR 'BETTY WHITE SHOW' ON NBC-TV

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PROGRAM: BETTY WHITE SHOW

TIME: Monday through Friday,  
10:30 a.m., EST, NBC-TV

STARTING DATE: Monday, Feb. 8, 1954

STAR: Betty White

FEATURED: Frank DeVol and the Four  
Jokers

FORMAT: Half-hour of variety enter-  
tainment. Interviews with  
nationally-known guests,  
music, human interest.

EXECUTIVE PRODUCER: Don Fedderson

PRODUCER: Fred Henry

DIRECTOR: Bill Bennington

MUSICAL DIRECTOR: Frank DeVol

ORIGINATION: NBC-TV Studios, Hollywood

PACKAGER: A Bandy Production in  
association with Don  
Fedderson.

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# COLOR TELEVISION NEWS

## AN NBC-TV AND RADIO SERIES.

SENATOR JOHN F. KENNEDY TO 'MEET THE PRESS';

FEB. 14 TELECAST WILL BE IN COMPATIBLE COLOR

U.S. Senator John F. Kennedy (D. Mass.) will be the guest on MEET THE PRESS Sunday, Feb. 14 (NBC-TV, 6 p.m., EST, and NBC Radio, 10:30 p.m., EST), when, for the first time, the series will be telecast in compatible color.

The color telecast will originate in the Colonial Theatre, New York, and will be available in high-quality black and white on home receivers throughout the nation.

Youngest member of the Upper House, Senator Kennedy is a member of the Labor Committee which is considering possible changes to the Taft-Hartley Act. He led the Senate fight on the Bricker Amendment, and despite opposition in the State of Massachusetts to the controversial St. Lawrence Seaway, he is fighting for its enactment "in the public interest."

"Meet the Press" will have Miss Deena Clark, contributor to Reader's Digest and National Geographic, as guest moderator. Panel members will include Lawrence E. Spivak, of Mercury Publications, founder and producer of "Meet the Press"; Mae Craig, Portland Press-Herald; Ned Brooks, NBC; and Marquis Childs, of United Features."

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NBC--New York, 2/3/54





'WEEKEND' LISTENERS WRITING PREFERENCES OF PROGRAM CONTENT  
WILL GET A CHANCE TO WIN A DIAMOND CUT BY MASTERCRAFTSMAN

A flawless diamond, cut by the mastercraftsman Lazare Kaplan and valued at more than \$550, will be awarded to the listener who writes the best letter on the subject: "What I would like to hear on 'Weekend.'"

The two-hour weekly show (NBC Radio Network, Sunday 4-6 p.m. EST), produced by Merrill Mueller and Arthur Wakelee, consists of 22 feature segments including spot news reports from overseas and domestic cities, personality interviews, Hollywood and Broadway gossip, feature articles, "how-to-do-it" stories, hit tunes, criticisms of books and the theatre and political forecasts.

Conditions of the letter-writing contest will be announced on WEEKEND Sunday, Feb. 14. Irving R. Levine, NBC war correspondent and commentator, will narrate a special feature describing how diamonds are mined and cut for the world market. He will interview Lazare Kaplan and Dr. A.E. Alexander, of Tiffany & Co., who will tell of other famous diamonds.

The diamond will be deposited in a retail jewelry store in the area in which the prize winner lives and presented on the local NBC affiliated radio station.

Exactly 20 years ago, the Jonker Diamond, the first famous diamond to be cut in the United States, was discovered in South Africa by an old prospector, Jacobus Jonker. It was sold for \$315,000. It's the third largest diamond ever found, weighing 726 carats. The Jonker was brought to the United States where it was cut by Lazare Kaplan into twelve fabulously precious stones, now valued at about \$2,000,000. Levine will interview Kaplan, now 70 years old, in which the latter will tell of the extremely difficult problem of cutting the Jonker.



PAUL LAVALLE, 'BAND OF AMERICA' CONDUCTOR, SALUTED  
BY COMPACT MAGAZINE FOR POPULARITY WITH TEEN-AGERS

Paul Lavalley, conductor of the CITIES SERVICE BAND OF AMERICA on NBC Radio each Monday night at 9:30 p.m., EST, is cited in the current (February) issue of the magazine Compact, The Young People's Digest, now on the newsstands.

The "Compact Compliments" department states:

"...His fans include a good percentage of the 8,000,000 high school students who are members of some 75,000 bands from coast to coast. On Monday nights, when Maestro Lavalley strikes up his Cities Service Band, many avid listeners play right along with him. The 45 versatile musicians in his aggregation play 135 instruments, often switching three or four times in the course of one number. Dynamic, 45-year-old Lavalley plays a dozen himself, favoring clarinet and sax. He has composed several stirring marches."

Lavalley has been conducting under Cities Service sponsorship since Oct. 27, 1944. The series -- network radio's oldest continuously sponsored show -- will shortly celebrate its 27th anniversary. It had its premiere on NBC Feb. 18, 1927.

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NBC COMMENTATOR PAULINE FREDERICK MAKES A PLEA FOR RESTRAINT  
IN USE OF ATOMIC WEAPONS; ADDRESSES TENNESSEE BUSINESS WOMEN

A plea for the United States to consider the political, as well as the military, possibilities of atomic energy was made in a speech Monday, Feb. 1, by Pauline Frederick, NBC staff news commentator. Miss Frederick spoke before the Business and Professional Women's Club in Bristol, Tenn.

Recalling that scientists strongly advised against dropping the first atomic bomb in World War II without first warning Japan, she noted that this advice was ignored "because everyone was so intent on winning the war by military means that the introduction of political considerations was almost accidental."

"The bombs were dropped, and records have since come to light showing that the Japanese were ready to make peace even before the bombing," she said. "It has been difficult to erase the impression with many Asians that the bomb was dropped for racial purposes."

She pointed out defense plans call for retaliation with atomic weapons when "we decide that aggression has occurred," and suggested that this policy could be "an even more fatal mistake" than was made in 1945.

"The political possibilities in the use of thermonuclear power stagger the imagination," she said. "We have developed the capacity to create the power of the Sun. We need to develop the necessary qualities of mind and heart to use this power for the life of man, not his death."

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THE COMMISSIONER OF THE ARMY AND NAVAL DEPARTMENT HAS A LETTER FROM THE SECRETARY OF THE ARMY AND NAVAL DEPARTMENT, DATED FEBRUARY 1, 1917, IN WHICH HE REQUESTS THAT THE COMMISSIONER OF THE ARMY AND NAVAL DEPARTMENT BE KEPT ADVISED OF ANY DEVELOPMENTS IN THE MATTER OF THE ARMY AND NAVAL DEPARTMENT.

A plan for the United States to conduct an expedition

to the island of Hawaii, for the purpose of securing a base for the United States Navy, was made in a report made to the Secretary of the Army and Naval Department, dated February 1, 1917.

The report was made by the Secretary of the Army and Naval Department, dated February 1, 1917.

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# NBC

## TRADE NEWS

February 4, 1954

GENERAL ELECTRIC BUYS 21 'TODAY' PARTICIPATIONS;

CURTIS PUBLISHING EXTENDS CONTRACT ON SERIES

And still they pour in -- the orders from clients anxious to buy time on NBC-TV's phenomenally successful TODAY.

Latest to join the long list of advertisers buying new time or extending previous contracts on the early morning news and special events show are the General Electric Company (Electronics Division) and the Curtis Publishing Company of Philadelphia.

General Electric has ordered 21 participations on "Today" for its television tubes and sets, beginning March 2 and ending April 29. The order was placed through Maxon, Inc.

And Curtis Publishing Company has extended its contract to include four more participations for The Saturday Evening Post and Ladies Home Journal, through Feb. 24. This order was placed through Batten, Barton, Durstine & Osborn, Inc.

"Today" stars Dave Garroway and is seen Monday-through-Friday, 7-9 a.m., EST.

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## COLOR TELEVISION NEWS

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FRED ALLEN AND HIS 'JUDGE FOR YOURSELF' CAST AND PANEL  
WILL BE SEEN IN AN NBC-TV 'COLOR PREMIERE' FEB. 9

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Fred Allen will interview a trio of guest panelists selected from his viewing audience to evaluate songs when the NBC-TV JUDGE FOR YOURSELF program has its color premiere Tuesday, Feb. 9 (10 p.m., EST).

The show, which will be telecast in compatible color, will originate on that date in the Colonial Theatre, New York, and will be seen in high-quality black and white on home receivers throughout the country.

The "judges" will cast their votes for new songs which will be sung by guest vocalist Judy Johnson and regular cast members Bob Carroll and the Skylarks, singing group, accompanied by Milton DeLugg's orchestra.

After Allen's humorous interviews and the presentation of the songs, each panel member secretly selects the tune he likes best. Then the studio audience registers its preference by applause which is scored by a meter. A \$1,000 cash prize is awarded the panel member whose first song choice agrees with the studio audience. If more than one member judges the same tune, the prize is divided equally.

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THESE ARE THE TERMS OF THE AGREEMENT  
AND THE PARTIES HERETO HAVE SIGNED  
THEIR NAMES TO THE SAME IN WITNESS WHEREOF  
THEY HAVE HEREUNTO SIGNED THEIR NAMES  
AND SEALS OF OFFICE AT THE CITY OF NEW YORK  
THIS 15TH DAY OF JANUARY 1900.

IN WITNESS WHEREOF, I have hereunto signed my name  
and the seal of the said Board of Education  
this 15th day of January 1900.

IN WITNESS WHEREOF, I have hereunto signed my name  
and the seal of the said Board of Education  
this 15th day of January 1900.

IN WITNESS WHEREOF, I have hereunto signed my name  
and the seal of the said Board of Education  
this 15th day of January 1900.

# NBC

## TRADE NEWS

February 5, 1954

*Send all*

### EARL RETTIG ELECTED VICE PRESIDENT OF NBC IN CHARGE OF PRODUCTION AND BUSINESS AFFAIRS FOR TV PROGRAMS

The Board of Directors of the National Broadcasting Company today elected Earl Rettig as Vice President in charge of Production and Business Affairs, Television Network Programs.

Rettig's election was announced after the regular monthly meeting of the Board by Sylvester L. Weaver, Jr., President of NBC. Rettig will report to Thomas McAvity, Vice President in charge of Television Network Programs.

A veteran of more than 25 years in the broadcasting and motion picture industries, Rettig joined NBC in 1950 and shortly thereafter was appointed director of network production on the West Coast. He later became director of finance and operations for NBC in Hollywood, and on Jan. 1, 1954, was transferred to New York and placed in charge of production and business affairs of Television Network Programs.

Rettig was born in Chicago 50 years ago and first went to work there in 1919 with Halsey, Stuart and Co., a brokerage firm. He remained with the company, buying municipal corporation bonds, for nine years, living at various times in Chicago, Cincinnati, Dayton and New York. In 1928, he moved to the West Coast as assistant to the studio manager of Fox Studios, and during the following years worked in executive capacities for many of Hollywood's top producers.  
(more)





He was production manager for the Jesse Lasky Production Unit, production manager for Walter Wanger, unit manager and casting director for Hal Roach, and was production manager for Walt Disney when Disney produced "The Reluctant Dragon" -- the first combination live and animated film.

Moving to R-K-O in 1941, Rettig was appointed studio treasurer and assistant treasurer of the corporation, then joined Rainbow Productions as secretary-treasurer. It was during this period that Rainbow produced the widely acclaimed "Bells of St. Mary's" and owned the award-winning "Going My Way." When Paramount acquired Rainbow, Rettig went to that studio. He later was business manager for Dennis Day for a short period before joining NBC.

Rettig is married and has three sons, Earl, Jr., 17, and Ricky and Ronny, 10-year-old twins. He lives in Bronxville, N.Y.

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NBC-New York, 2/5/54



PERRY COMO AND DINAH SHORE AS 'KING AND QUEEN OF HEARTS'  
WILL BE HEARD IN NBC RADIO HEART FUND PROGRAM FEB. 13

Perry Como and Dinah Shore will be starred as "King and Queen of Hearts" in an NBC Radio program of that title to be broadcast in cooperation with the American Heart Association, Saturday, Feb. 13 (9-9:30 p.m., EST).

A countrywide poll of disc jockeys has given the pair their royal titles. Results of the poll were announced by Joe Mulvihill, NBC Cleveland disc jockey and national chairman of the Disc Jockey Heart Fund Committee. Mulvihill will be emcee of the broadcast, which has been scheduled for the eve of St. Valentine's Day.

General Mark W. Clark, national campaign director of the 1954 Heart Fund, and Paul Whiteman will be guests on the program. Mulvihill will appeal to his fellow disc jockeys to feature recordings by Como and Miss Shore throughout February, the campaign month, in an effort to "help turn the tables on heart disease."

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NBC-New York, 2/5/54







SPOT SALES

# News

NBC SPOT SALES NAMES SHIRLEY L. JOBLOVE

RADIO PROMOTION WRITER

Shirley L. Joblove has been promoted to the position of radio promotion writer of NBC Spot Sales, it was announced today by Seymour Vall, radio promotion supervisor of NBC Spot Sales. The appointment is effective immediately.

Miss Joblove has been a member of the department since July, 1953. Before joining NBC Spot Sales she was with the promotion department of Metropolitan Sunday Newspapers, Inc.

She was born in Flushing, N.Y., and graduated from Hunter College in the class of 1950. She is a resident of Jamaica, L.I.

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NBC-New York, 2/5/54







## TRADE NEWS

February 8, 1954

PRESIDENT OF BROWN U. EXPRESSES THANKS TO NBC RADIO  
FOR 'COLLEGE QUIZ BOWL' AWARDS AIDING SCHOLARSHIPS

An expression of gratitude has been sent to William H. Fineshriber, Jr., Vice President in charge of the NBC Radio Network, by President Henry M. Wriston of Brown University, whose team of student representatives won six straight competitions on NBC Radio's COLLEGE QUIZ BOWL (Sundays, 6 p.m., EST).

The Brown team won a total of \$3,000, each victory being worth \$500, before its string was ended by Smith College on Feb. 7. The winnings have been applied toward scholarships for deserving members of next Fall's freshman class.

President Wriston wrote:

"We have greatly appreciated and enjoyed the opportunity to participate in the 'College Quiz Bowl.' The weekly programs have aroused a great deal of interest not only in this area but in many other parts of the country.

"We are pleased that we shall be able to award the NBC Freshman Scholarships next year. In these days of constantly rising costs, the demands on our scholarship resources are very heavy and we are delighted to have the opportunity to increase the amount of financial aid which we can give to deserving young men and women.

(more)



2 - 'Quiz Bowl'

"The National Broadcasting Company is to be commended for giving college students this opportunity to appear on the air in friendly competition and for presenting the cash awards which will mean so much to other students in future years."

The Brown team, which included two girls from Pembroke -- the university's women's college -- defeated Minnesota, Michigan, Georgetown, Ohio State, Maryland and Trinity. Minnesota holds the record of eight straight wins.

Smith College will oppose the University of Indiana on "College Quiz Bowl" Sunday, Feb. 14. Allen Ludden serves as moderator.

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NBC-New York, 2/8/54







## COLOR TELEVISION NEWS

'CAMEL NEWS CARAVAN' WILL MARK 6TH BIRTHDAY FEB. 16

WITH FIRST COLORCAST IN TELEVISION NEWS FIELD

The NBC-TV CAMEL NEWS CARAVAN (Monday through Friday, 7:45-8 p.m., EST) on Tuesday, Feb. 16, will be the first news show telecast in color.

The show, marking the sixth birthday of the "News Caravan," will include regular newsfilm reports from the world over; a fashion show from Florida; a color-film documentary on Formosa; a weather report by Clint Youle; and John Cameron Swayze at the mike as commentator. It will be seen on the nation's sets in high-quality black and white.

"Camel News Caravan" has a long list of awards to its credit and an estimated 13,500,000 listeners throughout the United States each day.

Frank McCall, producer of the "Caravan," says: "We've reached the point in our coverage of the news of the world where we feel that we can give our vast viewing audience full spot news as well as feature coverage. We have thus added a new dimension to journalism and electronics."

"News Caravan" is produced and edited by NBC's News and Special Events Department, headed by William R. McAndrew, and staffed with veteran newspaperman and editors who are located all over the world. This coverage includes correspondents, reporters and cameramen,

(more)





totaling over 200 who work in 80 countries, feeding "Caravan" with on-the-spot newscasts and filmed reports of political and economic developments the world over.

This material, which is received at the NBC newsroom in New York for editing and processing, is supplemented by the three big wire services -- AP, UP, and INS. A large staff of editors and re-writers; most of whom have spent many years either as working newspapermen or roving correspondents, edit and select the material which eventually winds up on the "Camel News Caravan" telecasts each day.

NBC technicians designed a "hot developer" for film arriving in New York for "Caravan," making it possible to give viewers up-to-the-minute news. The program has its own plane, called Camel Newsliner, which moves film speedily from its place of occurrence to CAMEL NEWS headquarters in New York.

The program, which went on a coast-to-coast hookup for the first time on June 30, 1952, started six years ago as "Camel Newsreel Theatre." It has captured more honors than any other news program on the air.

A private link between the NBC film laboratories on 106th Street, New York City, and "News Caravan" headquarters on the fourth floor of the RCA Building in Radio City enables producer Frank McCall and director Ralph Peterson to speed up production of the nightly news program. Raw film footage is reviewed and studied immediately upon its delivery from overseas and remote domestic points, prior to its use on the evening show.

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NBC-New York, 2/8/54

Following over 200 who work in 60 companies, leading "Gamel" with its  
two-page newscasts and filmed reports on political and economic  
developments the world over.

This material, which is received at the HQ newscast in New  
York for editing and processing, is supplemented by the three big  
wire services -- AP, UP, and INS. A large staff of editors and re-  
writers, most of whom have spent many years either as working news-  
papermen or as free-lance correspondents, edit and select the material which  
eventually winds up in the "Gamel News Company" newscasts each day.  
HQ technicians designed a "hot developer" for film activity  
in New York for "Gamel", saying it possible to give viewers up-to-  
the-minute news. The program has its own plans, called Gamel  
Newscasts, which were film specially from its place of reference to  
Gamel News headquarters in New York.

The program, which went on a coast-to-coast hookup for the  
first time on June 30, 1955, started six years ago as "Gamel  
Newscast Program". It was captured more honors than any other news  
program on the air.

A private line between the HQ and its headquarters in 1955  
linked New York City, and "News Company" headquarters on the lower  
floor of the HQ building in Radio City. Another producer Frank Hertz  
and director Ralph Johnson are spent up production of the daily new-  
scasts. The film camera is mounted and turned constantly open  
for delivery from various and remote locations. Hertz is the  
eye on the screen show.

'POCKET BOOK OF QUOTATIONS' TIE-IN REMINDS SPONSORS  
EVERYTHING IS STATUS QUOTE ON 'WHO SAID THAT?'

A useful reminder of the sales effectiveness of NBC-TV's WHO SAID THAT? is being mailed to 1,500 advertising executives this week in the way of copies of "The Pocket Book of Quotations."

Sent out by NBC-TV Co-op Sales, the book is a handy reference in determining who said more than 3,000 quotations -- from Socrates to the present.

A wrap-around band also reminds the advertiser "who said this about 'Who Said That?'":

"Sparkling, quick-witted program that held audience to the last" (Variety).

"Delightful in its informality and grownup ways... literate and witty people having real fun in an engaging parlor game" (New York Times).

Walter Kiernan is emcee of "Who Said That?" co-operative show which is seen Mondays (10:30 p.m., EST) network except WNBT.

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NBC-New York, 2/8/54





MILTON KATIMS TO DIRECT SEATTLE SYMPHONY FOR 1954-55

Milton Katims, who has been an NBC conductor since 1947, has been appointed conductor and music director of the Seattle Symphony Orchestra for the 1954-55 season. In addition, the American conductor will direct the Houston Symphony Orchestra for a month next season as a guest conductor.

Katims has been a frequent guest conductor of the NBC Symphony Orchestra, of which he was once a member, as well as other NBC programs, including "The Eternal Light." He has had wide success with many orchestras in this country as well as in Europe and Israel.

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NBC-New York, 2/8/54

WILSON NATING TO STAFFS BATTLES TYPHOID FOR 1914-15

Wilson Nating, who has been an old comrade since 1911,

has been appointed commander and chief director of the Pacific  
Typhoid Committee for the 1914-15 season. In addition, the American  
Committee will direct the Pacific Typhoid Committee for a month next  
season as a guest commander.

Active has been a frequent guest speaker at the 1914  
Typhoid Conference, at which he was given a number of well known  
and famous, including "The Typhoid Epidemic". He has also been  
very successful in his efforts as well as in Europe and Japan,

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# NBC

## TRADE NEWS

February 9, 1954

\*-----\*

'PINKY LEE SHOW' ZOOMS TO SECOND HIGHEST  
RATED SHOW ON TV IN FOUR WEEKS ON AIR

\*-----\*

Talk about quick success stories--latch on to this one:

In four short weeks on the air, NBC-TV's PINKY LEE SHOW zoomed from nowhere to the second highest rated daytime program in the country -- topped only by NBC-TV's perennial pacemaker, HOWDY DOODY.

Here's the spiraling week-by-week rating record of the show, as reported by Trendex:

Week of Jan. 4 (first week on air): 7.6 rating.

Week of Jan. 11: 9.1

Week of Jan. 18: 10.1

Week of Jan. 25: 13.0

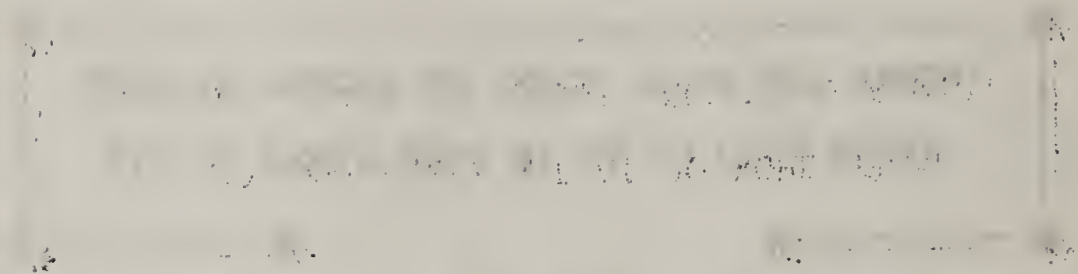
"The Pinky Lee Show" originates in Hollywood and is seen Monday through Friday (5-5:30 p.m., EST). Starring Pinky Lee, it is a light variety program for the entire family, combining songs, dances, skits, games and a children's panel.

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# NBC "today"



## WIDE VARIETY OF NEW SPONSORS CLIMB ABOARD FAST-MOVING, FAST-SELLING 'TODAY' BANDWAGON

From Wall Street to wall boards, from perfumes to insecticides, from newsletters to slick magazines -- still they come, the sponsors eager to climb aboard the fast-moving, fast-selling TODAY bandwagon.

Latest batch of clients to sign up for participations on NBC-TV's early morning news and special events show is typical of the advertisers, large, small and in-between, who have found the flexibility and adaptability of this program ideal for selling their products.

From the financial world, there is Merrill, Lynch, Pierce, Fenner & Beane, which ordered one participation on Feb. 9, through Albert Frank-Guenther Law, Inc.

From the Far West, the West Coast Lumberman's Association of Portland, Ore., ordered one participation from Feb. 11 for its booklet, "How Lumber Is Used in the Home." This order was placed through Mac-Wilkins, Cole & Weber of Portland.

Bourjois, Inc., of New York ordered 12 participations, beginning April 5, through Foote, Cone & Belding; and William Cooper and Nephews, Inc., of Chicago, maker of the insecticide, Stayaway, ordered seven participations beginning July 2, through Phil Gordon Agency, Inc.

(more)





2 - Today Sales

Fifty-two participations, beginning March 1, were ordered by the Maytag Company, through McCann-Erickson, Inc., while Tetley Tea Co. extended its present contract to include 13 more participations beginning April 2, through Geyer Advertising, Inc.

Florida Citrus Commission of Lakeland, Fla., also extended its contract to include eight more participations. This order was placed by J. Walter Thompson Company.

Kiplinger Washington Agency, Inc., ordered one participation for Feb. 11 through Albert Frank-Guenther Law Inc.; and the Hearst Corporation, for Good Housekeeping, ordered two participations, beginning Feb. 8, through Young & Rubicam Inc.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m, EST and CST.

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NBC-New York, 2/9/54





# NBC O & O STATIONS DIVISION

## News

### McCRA Y NAMED GENERAL MANAGER OF KNBH, LOS ANGELES

Thomas C. McCray, a veteran of more than 25 years experience in the broadcasting business, has been appointed general manager of KNBH, the Los Angeles television station owned by NBC. //

Announcing McCray's appointment, Charles R. Denny, Vice President in charge of the NBC Owned and Operated Stations Division, said:

"Tom McCray brings to his new assignment the experience of a successful career in all phases of broadcasting operations. His experience has been in both creative and executive capacities, and dates back to the very first days of network broadcasting and commercial station operation. His wide acquaintanceship in Los Angeles broadcasting and business circles make him eminently qualified for the post he now assumes."

McCray succeeds Donald H. Norman, who resigned.

Thomas C. McCray entered radio in 1926 as an announcer with WTIC, Hartford, Conn. At the Hartford station he served in various creative and executive positions until 1941, when he became assistant general manager.

(more)



In January, 1943, McCray took a leave of absence from WTIC to join the Office of Censorship. In 1944 he joined the National Broadcasting Company as Eastern program manager. In 1946 McCray was appointed national program manager, and in 1948 national radio program director. In 1950 he was transferred to the West Coast as director of radio network operations.

McCray was born in Hartford, Conn. on April 18, 1901. He is married to the former Dorothy Baldwin. They have two children, Alden and Kent McCray.

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NBC-New York, 2/9/54





# NBC O & O STATIONS DIVISION

# News

## BLAKE TO ASSUME DUTIES OF PUBLICITY DIRECTOR OF WNBC AND WNBT, NEW YORK

Robert F. Blake will assume the duties of publicity director of WNBC and WNBT, NBC-owned stations in New York, on March 1.

Announcement of the assignment was made today by Charles R. Denny, Vice President in charge of NBC's Owned and Operated Stations Division, and Hamilton Shea, general manager of WNBC-WNBT.

In a joint statement, they said, "Blake continues as director of publicity for NBC Spot Sales and for the NBC Owned and Operated Stations Division. His added responsibility as press director of the New York stations provides him with greater scope in which to operate within the division."

Blake joined NBC's Owned and Operated Division in July, 1953. He formerly was director of publicity for WCBS, New York, and before that served in the same capacity at WOR and WOR-TV, New York.

During World War II, Blake was in the public relations section of the Ninth Air Force headquarters in Europe, and prior to his war service was a staff member of The New Yorker magazine. He was a contributor to The Stars and Stripes, to Yank magazine and to Air Force magazine.

For the past three years he has taught a course in radio and television publicity at New York University's School of General Education.





## TRADE NEWS

February 10, 1954

NBC RADIO OFFERS A TWIN REVISION OF SALES RATE POLICIES GIVING DAYTIME SPONSORS ADVANTAGES IN ADDED DAY AND NIGHT TIME SPOTS

A twin revision of sales policies that offers network advertisers greater value than ever before on NBC Radio was announced today by William H. Fineshriber, Jr., Vice President in charge of the Radio Network.

The change, which goes into effect March 1:

1--Reduces from five to two the number of days on which an advertiser must sponsor a 15-minute, or longer, daytime segment in order to be eligible for contiguous rates.

2--Qualifies any daytime advertiser for a nighttime buy of equal time at a fractional rate determined by the length of the nighttime program compared to one hour. Thus, a quarter-hour nighttime period would sell at 25 per cent of the hourly rate, whereas the regular rate for 15-minutes is 40 per cent of the hourly rate.

"Under the new plan, NBC Radio will be fully competitive in the present market," Fineshriber said. "The new rate structure offers real inducements to our current advertisers to expand their schedules on NBC. It is designed equally to bring new business to the network and to promote the most efficient use of the medium for the benefit of advertisers, the network and its affiliated stations."

(more)





## 2 - Twin Revision of Sales Rate

As an example of Plan One, an advertiser with quarter-hour periods on two different days could buy another quarter-hour or more of non-adjacent time on one of those days under contiguous rates. This means the advertiser could put two 15-minute periods together and pay the half-hour rate (60 per cent of the hourly rate), rather than pay for each at the quarter-hour rate (40 percent of the hourly rate, or 80 per cent for the two periods).

Under Plan Two, a sponsor with at least one daytime period of 15-minutes or longer may buy an equal amount of time on any night of the week, paying for the evening time at fractional rates. Thus the quarter-hour evening program would sell at 25 per cent of the hourly rate (instead of 40 per cent); a half-hour show at 50 per cent (instead of 60 per cent); and the three-quarter-hour program at 75 per cent (instead of 80 per cent) so long as the advertiser buys an equal amount in the daytime. The rate for the daytime time period does not change.

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NBC-New York, 2/10/54



February 10, 1954

\*-----\*

TV VERSION OF 'ONE MAN'S FAMILY' TO RETURN  
TO NBC NETWORK WITH CAST OF FAVORITES

\*-----\*

(OK)

The television version of ONE MAN'S FAMILY, which won wide audience favor when first presented, ~~will~~ <sup>5</sup>return to the NBC Television Network as a daily 15-minute feature starting Monday, March 1 (Mondays through Fridays, 10:30 a.m., EST). //

Carlton E. Morse's story of the Barbour family and their five children--Paul, Hazel, Claudia, Clifford and Jack--is "dedicated to the mothers and fathers of the younger generation and to their bewildering offspring."

The series, which has been a radio classic for the past 22 years, was introduced on television in 1949 and was presented for three successive years. Since it has been off TV, many inquiries have poured into the NBC studios from viewers and critics throughout the country concerning the program's status. Return of the television show is in response to these overwhelming requests.

The radio version originated on NBC, from San Francisco, on April 29, 1932, and has since become one of the most honored dramatic

(more)





shows in broadcasting history. The television series received the same warm welcome from the viewing audience.

The personalities selected by creator-writer Morse to portray the Barbour family on television are familiar names to all radio, TV and movie audiences. The cast will include Mary Adams as Mother Barbour, Theodore von Eltz as Father Barbour, Russell Thorson as Paul, eldest son and a pilot veteran of World War II; Linda Leighton as Hazel, the elder daughter, whose beauty is balanced by her severity of manner; Anne Whitfield and James Lee as the Barbour twins, Claudia and Clifford, college sophomores; and Martin Bean as teen-age Jack, who idolizes Paul. Jack Edwards will play the role of Claudia's boy friend, John Roberts.

Television's "One Man's Family," story of the every-day life of an average American family, will originate from NBC's TV studio in Burbank, Calif., with Carlton E. Morse as executive producer.

Radio's "One Man's Family" will continue on the NBC network Mondays-through-Fridays (7:45 p.m., EST).

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NBC-New York, 2/10/54



'THREE STEPS TO HEAVEN,' MOVES TO NEW MORNING

TIME-SPOT ON NBC TELEVISION ON MARCH 1

- - -

Five-a-Week Serial to be Fully Sponsored by Procter & Gamble

THREE STEPS TO HEAVEN, video serial about a girl from the Midwest who becomes a photographer's model in New York, will change to a new time-spot, effective March 1.

It is seen Mondays through Fridays from 11:15 to 11:30 a.m., EST. It will be moved up to 10:45-11 a.m. on March 1. The program becomes fully sponsored Monday, Feb. 15, with expansion of the current Procter and Gamble Co. sponsorship.

New to the cast are Diana Douglas as Mary Claire "Poco" Thurmond, the model, and Mark Roberts as Bill Morgan, a magazine writer and the most important man in "Poco's" life.

Other regulars in the cast are Lori March as Jennifer, John Marley as Vince Bannister, Harry Holcombe as Dr. Campbell, Mercer McLeod as Max Bremner, Inge Adams as Laura, Roger Sullivan as Barry, Laurie Ann Vendig as Alice, Eeta (cq) Linden as Pigeon, Frank Tweddell as Uncle Frank and Doris Rich as Mrs. Doane.

Caroline Burke is the producer, Norman Morgan the director, William Bowen the agency supervisor, Irving Vendig the creator-writer and Don Pardo the announcer.

The title derives from the philosophy of Uncle Frank, who brought up the orphaned Poco and her brother and sister. Uncle Frank believes the three steps to a happy and useful life to be courage, love and faith.

The program began Aug. 3, 1953, and originates from New York. Compton Advertising, Inc., is the agency.

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NBC-New York, 2/10/54



THESE ARE THE RESULTS OF THE STUDY

CONDUCTED BY THE BUREAU OF THE

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CREDITS FOR 'THREE STEPS TO HEAVEN' ON NBC-TV
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PROGRAM: THREE STEPS TO HEAVEN

TIME: NBC-TV, Mondays through Fridays,  
11:15 to 11:30 a.m., EST, changing  
to 10:45 to 11 a.m., effective  
March 1.

FORMAT: The story of a girl from a small  
Midwestern town who goes to New  
York and becomes a photographer's  
model. The storyline follows her  
career and her experiences with  
relatives and friends. The title  
expresses the philosophy of Uncle  
Frank, who brought up his orphaned  
niece. He believes the three steps  
to a happy and useful life are  
courage, love and faith.

STAR: Diana Douglas as Mary Claire "Poco"  
Thurmond.

CAST: Mark Roberts as Bill Morgan, Lori  
March as Jennifer, John Marley  
as Vince Bannister, Harry Holcombe  
as Dr. Campbell, Mercer McLeod as  
Max Bremner, Inge Adams as Laura,  
Roger Sullivan as Barry, Laurie  
Ann Vendig as Alice, Eeta (cq)  
Linden as Pigeon, Frank Tweddell  
as Uncle Frank and Doris Rich  
as Mrs. Doane.

PRODUCER: Caroline Burke

DIRECTOR: Norman Morgan.

AGENCY SUPERVISOR: William Bowen

CREATOR-WRITER: Irving Vendig

ANNOUNCER: Don Pardo

PREMIERE DATE: August 3, 1953

ORIGINATION: New York, N.Y.

AGENCY: Compton Advertising, Inc. for Procter  
and Gamble (Ivory Soap and Duz)

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NBC-New York, 2/10/54



# NBC

## TRADE NEWS

send all

February 11, 1954

### LUX VIDEO AND RADIO THEATRE PROGRAMS MOVING TO NBC, SARNOFF ANNOUNCES

"Lux Video Theatre" and "Lux Radio Theatre," sponsored by Lever Brothers and traditionally two of the finest dramatic programs on the air, will move to the National Broadcasting Company this Fall.

Announcement of these highly significant programming additions was made today by Robert W. Sarnoff, Executive Vice President of NBC, on behalf of Sylvester L. "Pat" Weaver, Jr., President of NBC, who is presently traveling on company business. The announcement was made over a special closed circuit to the network's television and radio affiliates.

The announcement marked the first major move by NBC's new administration to carry out its stated objectives of maintaining the network's leadership in television and reestablishing its leadership in radio.

Mr. Sarnoff informed the affiliates that "Lux Video Theatre," expanded into a new one-hour version from its present half-hour form, will be seen on NBC on Thursday nights from 10 to 11, beginning Aug. 26.

(more)

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"Lux Radio Theatre," for 19 years one of radio's highest rated and most outstanding programs, will continue in its present one-hour form and will be heard on the full NBC Radio Network, beginning early in September. The exact day and time of the program are dependent upon a rescheduling of other programs, and will be announced later.

The contract for the "Lux Video Theatre" is for 52 weeks firm, and that for the "Lux Radio Theatre" is for 39 weeks firm.

In his statement to the affiliates, Mr. Sarnoff said:

"Our placing of the 'Lux Video Theatre' in the Thursday night 10-to-11 time period has required rearranging some programs of present advertisers. This has been done by the new management of NBC in accordance with its belief that a strengthening of the program schedule on any one night results in a general strengthening of the whole program structure of NBC and therefore benefits all the network's clients and its affiliates.

"'Lux Video Theatre,' preceded by the other Thursday night programs on NBC -- 'You Bet Your Life,' starring Groucho Marx; the new program to be announced soon by Borden's; 'Dragnet,' featuring Jack Webb; and the 'Ford Theatre' -- give NBC another preeminent programming night on television."

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NBC-New York, 2/11/54



\*-----\*

HOPE (BOB) SPRINGS ETERNAL AS HIS LIFE STORY  
GOES TO THE POST (SATURDAY EVENING) IN FORM

- - -

He's a Cover Boy, Too, in Issue With First Installment

\*-----\*

The first installment of Bob Hope's nine-part entertaining and penetrating personal story, "This Is on Me," appears in the current issue of the Saturday Evening Post, which also features the NBC comedian's familiar profile on the front cover as painted by Norman Rockwell.

Hope's intimate story, as told to Pete Martin, is illustrated with pictures that range from Bob as a tiny tike with three of his brothers to Bob (the man) with his wife and four children. The photos show the entertainer and some TV beauties during rehearsal for one of his recent NBC-TV shows.

In the introductory installment Hope states that it is sort of a "warm-up" during which "I'll shadow-box around with my memories" and explains, "When I try to remember dates and names, I bang my forehead with my fists so hard I have to have my head reblocked."

In the initial article Hope tells of his early life in Cleveland, Ohio, when he quit a career as a "chicken plucker" to become a dancer.

He also reminisces (with the help of his brother Ivor, who "remembers a lot about me in England") about the Hope family life in England with stories about his parents and grandparents.

(more)







Hope is accorded a particular distinction by the publication, since he breaks Post precedent in having his picture as the cover subject for the first installment issue. It is the first time in the history of the Post that the cover ever has related to the magazine's story content, and only the second time that an individual has been featured on the cover -- the first was President Eisenhower.

"This Is on Me" is one of the longest personal stories ever carried by the magazine (it will run one installment more than Bing Crosby's story).

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NBC-New York, 2/11/54



NBC TRADE NEWS

CAMPBELL SOUP CO. WILL SPONSOR SEGMENT OF 'HOWDY DOODY';

GERBER PRODUCTS CO. TAKES 'DING DONG SCHOOL' PERIOD

Two buys into two of NBC-TV's most important daytime programs are announced today.

Campbell Soup Company of Camden, N.J., will sponsor the Thursday, 5:45-6 p.m., EST, segment of the popular HOWDY DOODY, beginning March 25 and continuing for 52 weeks. The order, placed through Ward Wheelock Company of Philadelphia, maintains the enviable sold-out standing that "Howdy Doody" has enjoyed throughout the 1953-54 season.

Gerber Products Co. of Fremont, Mich., maker of Gerber's Baby Foods, will sponsor the Thursday, 10:15-10:30 a.m., EST, time period of NBC-TV's widely acclaimed program for pre-school children, DING DONG SCHOOL, beginning March 4, and continuing for 30 weeks. This order was placed through D'Arcy Advertising Company.

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NBC-New York, 2/11/54

THE 1953-54 SEASON

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NBC-TV 'HOME' SERIES GETS DOWN TO EARTH WITH ITS 'GROWERY';  
INVITES 48 STATES TO SEND SOD FOR STUDIO GARDEN SETTING

NBC-TV's new woman's service program, HOME, is taking no chances on getting caught in the middle in matters of local pride. For example, the issue of whose soil raises the better fruits, vegetables, flowers and shrubs will not be thrashed out on "Home."

Included in the plans for the new Monday-through-Friday program (beginning Monday, March 1, 11 a.m.-12 noon, EST) is a "growery" as a part of the permanent set in the studio on West 67th Street in Manhattan. In the "growery" will be garden and lawn plants, actually growing under nursery conditions.

In one phase of the planning, the subject came up: Where does the soil come from in the "growery?" The easiest solution would have been to send out and buy the dirt -- or maybe to dispatch someone under cover of darkness to nearby Central Park to scoop up the necessary tubfuls.

But producer Jack Rayel of "Home" shrank from having irate garden club members from Ohio or peanut growers from Virginia descend on him, trowels and pitchforks poised to strike, demanding to know why he favored New York soil over the rich loam of their native heaths.

Instead, he wrote a letter to the 48 governors inviting each to send to "Home" a package of soil from his state. The soil will be

(more)

1950-TV (WOMAN BEHIND CURTAIN TO FACE THE 'GROWING')

INVITED AS GUEST TO SHOW AND FOR FUTURE VISITING

1950-TV (WOMAN BEHIND CURTAIN TO FACE THE 'GROWING')

response on public account in the minds of local girls. For example, the issue of local girls versus the other girls.

flowers and shrubs will not be discussed as a "woman."

Invited to the place for the new (WOMAN BEHIND CURTAIN TO FACE THE 'GROWING')

from beginning theory, which is, it is a "woman" as a "woman."

as a part of the treatment set in the system of local girls in

admission. In the "growing" will be given for the girls, and will

growing under necessary condition.

In the course of the planning, the subject came up: when

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has been to find out the girl -- the girl -- the girl -- the girl --

other level of treatment as in the Central part of the

growing girls.

But another level of "growing" shown from having girls

which also includes from girls on public account from Virginia and

on old, growing and public account to girls, according to how

may be played for the girl with the girl of their own girls.

Invited, the girl a letter to the 44 girls, and girls, and

to find out "growing" a message of girl from the girl. The girl will be

thoroughly mixed in the "growery." The theory is that not only will local pride be salved in every part of the country but the plants will thrive on the mixture better than they would in soil from any single state.

Rayel explained to the governors that "since our program must be national in scope, we will attempt to raise plants from all parts of the nation in the 'growery.'"

In order to make the soil national also, he asked from each state a package of soil measuring about six inches in each dimension.

Although he established the policy of soil neutrality for "Home," Rayel was personally interested to hear from each governor why he thought his soil would improve the "growery." He added this final paragraph in his letters:

"We will welcome, from any official soil expert designated by you, an opinion on why your state soil will enrich the 'growery' and make it more fertile for growing the multitude of plants that we contemplate for it."

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NBC-New York, 2/11/54 FWK





# NBC

## TRADE NEWS

February 12, 1954

LIGGETT & MYERS SPONSORS 'SPIKE JONES SHOW'  
ON NBC TELEVISION FOR L & M FILTERS

NBC-TV's SPIKE JONES SHOW (Saturdays, 8 p.m., EST) will be sponsored by the Liggett & Myers Tobacco Co., effective Saturday, Feb. 13, on behalf of its new cigarette, L & M Filters, now nationally distributed.

"The Spike Jones Show," which originates live in Hollywood, was introduced on the NBC-TV network Jan. 2, 1954. The half-hour variety show features Spike and his inimitable City Slickers Band, as well as name guest stars.

Liggett and Myers also sponsors "Dragnet" on the NBC Radio and TV networks.

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5 EMMY AWARDS OF ACADEMY OF TELEVISION ARTS AND SCIENCES  
PRESENTED TO NBC PROGRAMS AND PERSONALITIES

Five of the annual "Emmy" awards of the Academy of Television Arts and Sciences went to NBC programs and personalities at a gala dinner held in the Hollywood Palladium ~~last night~~ (Feb. 11).

The winners:

DONALD O'CONNOR, star of "Colgate Comedy Hour,"  
as the best male star of a regular series.

DRAGNET, as the best mystery, action or adventure program.

VICTORY AT SEA, the NBC series commemorating the United States Navy's role in World War II, as the best public affairs program of 1953.

KUKLA, FRAN AND OLLIE, as the best children's program.

THIS IS YOUR LIFE, which tied with "What's My Line" as the best audience participation quiz or panel program.

Jack Webb, star and director of "Dragnet," and Ralph Edwards, host and producer of "This Is Your Life," accepted their awards in person. Those for other winning NBC programs were accepted by John K. West and Frederic W. Wile, Jr., NBC Vice Presidents in Hollywood. More than 1,300 persons, including top stars and industry leaders, crowded the Palladium for this sixth annual awards dinner.

The TV Academy awards are nominated by television editors throughout the country. Final selections are made by the Academy's 550 members.

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NBC-New York, 2/12/54

THE BOARD OF DIRECTORS OF THE COMPANY

RESOLVED TO ACCEPT THE OFFER

AND TO AUTHORIZE THE BOARD TO

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## COLOR TELEVISION NEWS

JARMILA NOVOTNA STARRED IN FIRST COLORCAST  
OF 'ARMSTRONG CIRCLE THEATRE' ON FEB. 23

ARMSTRONG'S CIRCLE THEATRE will present its first telecast in color Tuesday, Feb. 23 (NBC-TV, 9:30 p.m., EST) when Jarmila Novotna, noted star of the Metropolitan Opera and the concert stage, will portray a diva of opera's "golden age" who comes out of retirement to make her first appearance on television. The drama, "Evening Star," will be seen on the nation's receivers in high-quality black and white.

A stellar supporting cast includes Arthur Franz, Richard Kollmar, Fredd (cq) Wayne, Sarah Marshall and Jonathan Harris. The backstage story will give the home audience a behind-the-scenes view of the actual mechanics of a TV show in rehearsal, as the singer in the story prepares for her video debut.

Mme. Elena Ferrano (Novotna) is coaxed out of comfortable retirement by director John Sanders (Franz), who feels the aging singer's reputation can still command a mass audience. The very studio where the telecast is to take place was once a theatre where the erstwhile prima donna had been heard in some of her greatest triumphs.

Mme. Ferrano becomes the essence of temperament and uncooperativeness, considering her director and producer (Kollmar)

(more)



2 - 'Armstrong Circle Theatre'

upstarts who know nothing about music. They have cause to rue their enthusiasm in her behalf, without realizing the singer's tantrums are actually dissembling her complete lack of confidence in her ability to make good in the new medium.

James Sheldon will direct the Hudson Faussett production, which was written by Anne Howard Bailey and Ed Roberts.

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NBC-New York, 2/12/54





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NEW YORK'S HEALTH COMMISSIONER, DR. LEONA BAUMGARTNER,  
WILL BE SEEN ON 'HOME' AS PHYSICAL HEALTH EDITOR

\*-----\*

Dr. Leona Baumgartner, Commissioner of Health for New York City, will be seen as physical health editor on NBC-TV's new women's service program, HOME, which makes its initial performance on the network on March 1 (11 a.m.-12 noon, EST).

She will appear on the program once a week as a public service through the courtesy of the City of New York and will discuss the overall health problems of the average family.

Dr. Baumgartner who holds M.D. and Ph.D. degrees from Yale University, has been a member of the New York City Department of Health since 1937 and was appointed Commissioner by Mayor Wagner on Jan. 1 of this year. She formerly was Acting Surgeon of the U.S. Public Health Service and has been Associate Chief of the U.S. Children's Bureau of the Federal Security Agency since 1949. She is a member of the faculty of the Medical College of Cornell University and a visiting lecturer in the Department of Maternal and Child Health, Harvard School of Public Health.

Arlene Francis will be seen as editor-in-chief of "Home" and she will be assisted by a number of other feature editors, including Eve Hunter, fashion and beauty; Poppy Cannon, food; Dr. Rose Franzblau, family affairs; (Miss) Sydney Smith, home decoration; Will Peiglebeck, gardening and "how-to-do-it," Elinor Ames, etiquette, and Estelle Parsons, special projects.

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NBC-New York, 2/12/54



# NBC COLOR TELEVISION NEWS

N.Y. CHAPTER OF PUBLIC RELATIONS SOCIETY

WITNESSES NBC COLOR TV DEMONSTRATION

Color television as a tool of public relations was studied Wednesday (Feb. 10) by the Public Relations Society of America, New York Chapter, at a "case history" luncheon session which included a special color program presented by the National Broadcasting Company, host to the meeting.

More than 150 members attended the meeting at NBC's Center Theatre. The color program they viewed over RCA color receivers demonstrated the impact of color television in the fields of public relations and advertising.

Following the program, which was relayed from the Colonial Theatre, NBC's main studio for color, the NBC color corps answered questions from the audience.

Featured on the color program was a public relations film, "The West of England," produced by the British Woolen Association. The film, done in Technicolor, stressed the tradition and craftsmanship of the industry in the pastoral British setting in which the craft flourishes.

The live portion featured a demonstration of the effectiveness of advertising in the new medium.

Kalman Druck, President of the chapter and Vice President of Carl Byoir & Associates, Inc., made the opening address.

Kerryn King, first Vice President of PRSA and director of  
(more)



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public relations of the Texas Company, followed Druck and opened the "Case History" session.

Syd Eiges, PRSA member and NBC Vice President in charge of Press, welcomed the chapter and presided at the forum which followed the showing.

The NBC color panel included: O.B. Hanson, Vice President and Chief Engineer; Barry Wood, executive producer in charge of color coordination; Norman Grant, network art director and color consultant; and Stan Parlan, color film consultant.

Points brought out by the color panel included:

1. NBC's first figures on added production costs necessitated by color may be ready within two months. Cost data on shows done thus far in color are being analyzed to this end.
2. Rates for facilities are still uncertain, since added costs of using network lines for color have not been set.
3. There are approximately 200 RCA color receivers in use at this time. Total number of color receivers of all brands is possibly 500.
4. Estimates of number of sets in use one year from now range between 50,000 and 100,000.
5. Color converters for black-and-white sets are impractical from the standpoint of cost and performance.

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NBC-New York, 2/12/54



# NBC

## TRADE NEWS

February 15, 1954

'HOME' REQUEST FOR GARDENING SOIL PROVES A FERTILE IDEA  
AS GOVERNORS OF VARIOUS STATES ARE QUICK TO RESPOND

- - -

Dozen States Heard From Already; 36 More Expected

America's 48 governors are climbing on the bandwagon to have their states represented on the upcoming NBC Television program HOME, it is indicated by the mail pouring in to the program's producer, Jack Rayel.

"Home," a daily service program for women with Arlene Francis as editor-in-chief, will make its debut on Monday, March 1 (11 a.m. to 12 noon, EST). As one of many editorial features, "Home" will have a "growery" on the set for gardening specialist Will Peiglebeck to demonstrate living flowers, vegetables and other plants. To make the "Home" "growery" truly national, Rayel asked the chief executives of the 48 states to contribute earth for it.

One week after the first request for soil left Rayel's office, 12 acknowledgments had come in from governors. Without exception, and often with pardonable exuberance, the governors or their representatives said that not only were they anxious to have their states represented in the "growery" but they were quite certain their soil would enrich it far more than that of any other state.

To date Rayel has had promises of response from Pennsylvania, Connecticut, Maryland, Delaware, Rhode Island, Wisconsin, Georgia, North Carolina, California, New Hampshire, Vermont and South Carolina.

(more)







Governors J. Caleb Boggs of Delaware, Herman Talmadge of Georgia, James F. Byrnes of South Carolina, and Lee E. Emerson of Vermont personally answered Rayel and indicated their wishes to have their native soil included in the "growery."

Other chief executives put their subordinates to digging, both for soil and for arguments as to why their earth will enrich the "growery."

Governor John S. Fine of Pennsylvania turned the request over to his Secretary of Agriculture, Miles Horst, who proudly promised to send a sample of earth from "one of the leading agricultural areas of the United States -- Lancaster County, Pennsylvania."

Secretary Horst informed Rayel that Lancaster County soil "has been so carefully nurtured by the Pennsylvania Dutch farmers that much of it is considered more fertile today than when land was first cleared about 250 years ago by early settlers."

From Maryland came the promise of a package of the state's soil and some ideological arguments from Earle R. Poorbaugh, director of the Maryland Department of Information, as to why it would surely enrich the "Home" "growery."

"We know this is so because the seed of religious freedom was planted in Maryland's soil at St. Mary's City in 1634," wrote Poorbaugh. "This seed germinated rapidly and came to fruition as the first law of religious toleration in the world. The seed of civic liberty when planted in Maryland's soil, produced a vigorous growth which the people of present-day Maryland are still harvesting."

(more)

Government of India, Ministry of Agriculture, New Delhi

Subject: Report on the progress of the work done during the year 1954-55.

Reference is made to the letter of the Government of India, dated 15th March 1955, regarding the above subject.

The following is a summary of the work done during the year 1954-55:

1. The work done during the year 1954-55 has been very satisfactory.

2. The work done during the year 1954-55 has been very satisfactory.

Yours faithfully,

Secretary to the Government of India, Ministry of Agriculture, New Delhi

For the Government of India, Ministry of Agriculture, New Delhi

Enclosed are the following documents for the Government of India, Ministry of Agriculture, New Delhi

1. Report on the progress of the work done during the year 1954-55.

Yours faithfully,

Secretary to the Government of India, Ministry of Agriculture, New Delhi

For the Government of India, Ministry of Agriculture, New Delhi

Enclosed are the following documents for the Government of India, Ministry of Agriculture, New Delhi

1. Report on the progress of the work done during the year 1954-55.

2. Report on the progress of the work done during the year 1954-55.

3. Report on the progress of the work done during the year 1954-55.

4. Report on the progress of the work done during the year 1954-55.

Yours faithfully,

Secretary to the Government of India, Ministry of Agriculture, New Delhi

For the Government of India, Ministry of Agriculture, New Delhi

Enclosed are the following documents for the Government of India, Ministry of Agriculture, New Delhi

1. Report on the progress of the work done during the year 1954-55.

2. Report on the progress of the work done during the year 1954-55.

He listed Maryland's contributions to the battle of Long Island in the Revolutionary War and the origin of the national anthem in the War of 1812.

Whether the governors themselves answered or asked their assistants to submit soil for the "Home" program's "growery," it was indicated that sod will be flying on a lot of executive mansion lawns in the next several days.

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NBC-New York, 2/15/54

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BARRY WOOD, NBC COLOR TV EXECUTIVE, TO ADDRESS  
GROUPS IN PROVIDENCE, DETROIT AND NEW YORK

Barry Wood, executive producer in charge of color coordination for the National Broadcasting Company, will be making three speeches on the subject of color television within the space of a week.

On Feb. 18, he will address the Sales Managers Club luncheon in Providence, R.I. On Feb. 23, he travels to Detroit to speak before the Detroit Chapter of the Public Relations Society of America. On Feb. 25, he will address the American Marketing Association in New York as part of a panel on the subject of "Color Television -- Today and Tomorrow."

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CONGOLEUM-NAIRN ALTERNATE SPONSOR OF 'MR. AND MRS. NORTH'

Congoleum-Nairn, Inc., of Kearny, N.J., will become an alternate week sponsor of NBC-TV's MR. AND MRS. NORTH, beginning with the Tuesday, Feb. 16 telecast. The order was placed through McCann-Erickson Inc.

Revlon Products Corp. is the other alternate week sponsor of "Mr. and Mrs. North." The show is seen from 10:30-11 p.m., EST.

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'IT DON'T MEAN A THING IF YOU DON'T KNOW THAT THING' CHANTS  
RALPH EDWARDS AS A NEW 'TRUTH OR CONSEQUENCES' CONTEST STARTS

- - -

But There's \$3,000 in Cash and \$1,500 in Merchandise, If You Do

\*-----\*

"It don't mean a thing if you don't know that thing," announced Ralph Edwards on his TRUTH OR CONSEQUENCES broadcast of Thursday, Feb. 11 (NBC Radio, 9 p.m., EST) when he kicked off his latest mystery contest.

With a top prize of \$3,000 in cash and a \$1,500 merchandise certificate, the contest was initiated by Edwards by rattling a mystery box containing "the thing" and giving the first verbal clue to the contents.

He asked members of the radio audience to send a postcard with their name, address and telephone number on it to "Truth or Consequences," Hollywood 28, Calif. Edwards then announced that on Thursday, Feb. 18, motion picture star Guy Madison will choose three cards from three different people out of all the postcards which have come in since the first announcement. The first person whose card is selected will be called on the phone and given the opportunity to tell Edwards what he thinks "the thing" in the box is.

If the first person called fails to identify "the thing," a second call will be placed. If the second person fails, a third call will be made. If during the first week three people fail to identify the contents of the mystery box, Madison will make a second appearance on the following Thursday to select three more cards. The contest will continue until final identification is made.

Edwards will continue to rattle the box and give new clues during every "T or C" broadcast, and additional prizes will be added to the jackpot each week.

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NBC-New York, 2/15/54









## TRADE NEWS

February 16, 1954

### DRAMATIC REDUCTION IN TV GROSS TIME COST-PER-THOUSAND SHOWN IN NBC TABULATION FOR FIVE AND A HALF YEARS

January, 1954, Rate of \$2.92 Compares With  
\$12.39 in March of 1948

A dramatic five-and-a-half year reduction in the gross time cost-per-thousand figures of the NBC-TV network is sharply pointed up in tabulations released today by Hugh M. Beville, Jr., NBC director of Research and Planning.

The figures tell the story simply:

In March, 1948, the cost-per-thousand television homes on the full NBC-TV network was \$12.39.

In January, 1954, the cost-per-thousand homes on the full NBC-TV network was lowered to \$2.92.

Beville pointed out that in the last five and a half years the number of homes served by NBC-TV has ballooned from 206,000 to 27,398,000. The gross hourly rate for the 206,000 homes in March, 1948, was \$2,550. Had this increased in direct proportion to the increase in the number of TV homes, the gross hourly rate in January, 1954, would have been \$339,150. Instead, the actual rate is \$79,885 -- a trend reflected in the reduction of cost-per-thousand TV homes from \$12.39 to \$2.92.

(more)



2 - TV Cost-Per-Thousand

"The cost-per-thousand of the full NBC-TV network has been kept under \$3.00 since May, 1952," Beville emphasized, "despite the fact that during the 20 months following May, 1952, the number of affiliated stations more than doubled -- from 64 to 146."

The cost-per-thousand record for NBC-TV's basic network is just as startling. The NBC-TV basic network grew from 10 stations in January, 1949, to 51 stations in January, 1954, but the cost-per-thousand homes on the basic network decreased in that time from \$4.74 to \$2.37.

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NBC-New York, 2/16/54





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FIVE SPONSORS ORDER 71 'TODAY' PARTICIPATIONS

\*-----\*

Orders from five different sponsors for a total of 71 participations on NBC-TV's TODAY program are announced today.

Franklin Baker Division of General Foods Corporation, Hoboken, N.J., has ordered 28 participations for Baker's Coconut, beginning March 2 and continuing for 11 weeks. The order was placed through Young & Rubicam, Inc.

O-Cel-O Division of General Mills, Inc., Buffalo, N.Y., has ordered 13 participations, beginning March 3 and continuing for 13 weeks, through Comstock & Company.

The Reardon Company of St. Louis, Mo., maker of Bondex and Dramex, ordered 17 participations, beginning April 9 and continuing for 10 weeks, through Krupnick & Associates Inc. of St. Louis.

The Murine Company Inc. of Chicago ordered five participations, beginning March 8 and continuing for 10 weeks, through the Chicago office of Batten, Barton, Durstine & Osborn Inc.

And Hathaway Manufacturing Company of New York, maker of curtain fabrics, ordered eight participations, beginning March 8 and continuing for three weeks, through Fletcher D. Richards Inc.

"Today" stars Dave Garroway and is seen Monday-through-Friday from 7-9 a.m., EST and CST.

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TEEN-AGERS CHOOSE FIVE NBC SHOWS AMONG  
TV'S TOP 10 AS THEIR FAVORITES

\*-----\*

In a countrywide poll of high school editors conducted by Compact, a digest magazine for young people, five NBC-TV programs were named as teen-age America's choice of the best in TV fare. Results of the survey are published in the March issue of the magazine, out Feb. 17.

The NBC programs -- five among the programs named as "TV's top 10" -- are "Dragnet," "Robert Montgomery Presents," "Kraft Television Theatre," "Colgate Comedy Hour" and "Your Hit Parade." In addition, the teen-agers, who spend an average of 10 hours a week in front of their sets, also selected their favorite programs in special classifications. Among these were "Groucho Marx - You Bet Your Life," in audience participation; "Camel News Caravan," in news, and "Cavalcade of Sports," in sports, all three on NBC.

Acting as spokesmen for the student bodies of high schools with a combined enrollment of almost 300,000, the editors of 186 high school newspapers replied to Compact's questionnaire. The questionnaire was sent to high school papers which had participated in the most recent Columbia Scholastic Press Association contest for student publications.

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NBC-New York, 2/16/54





22 STATES NOW HEARD FROM IN REQUEST FOR SOIL FOR 'GROWERY'  
OF 'HOME' SERIES; EACH ONE IS BOASTFUL OF ITS NATIVE SOIL

- - -

### Pennsylvania Is First to Deliver Its Contribution

Pennsylvania was the first state to send in a sample of its soil to be included in the HOME "growery," producer Jack Rayel of the NBC Television program which will make its debut Monday, March 1 (11 a.m.-12 noon, EST), announced today.

Rayel asked the 48 governors to submit packages of earth from their states in order that the plot of land in the "Home" studio would be authentically national in character. Gardening specialist Will Peiglebeck will show viewers how to raise flowers and vegetables as one of the features of the Monday through Friday women's service program.

Following close on the heels of Pennsylvania, South Carolina, Ohio, Alabama and Oregon -- in that order -- had their soil on the producer's desk and ready for mixing in the "growery." The number of states that have sent their sod or promised it now totals 22.

Alabama, Virginia and Nevada will be represented by soil taken from the grounds of the state capitols. Other states are expected to make a similar choice.

Still others are submitting land from especially rich agricultural areas. The Pennsylvania contribution came from Lancaster County, for many years the number one county in the United States in the value of agricultural products sold from farms.

The states now represented or which have soil en route to NBC for inclusion in the "growery" include Pennsylvania, South  
(more)



of states now being made in regard to the situation of the states in the world, and the situation of the states in the world.

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Carolina, Ohio, Alabama, Oregon, Virginia, Nevada, Texas, Illinois, Louisiana, Kansas, Connecticut, Maryland, Delaware, Rhode Island, Wisconsin, North Carolina, California, New Hampshire, Vermont, Georgia and New Jersey.

The latter state, through the dean of its New Jersey Agricultural Experiment Station at Rutgers University, warned Rayel that the mixing of the best soils from 48 states, although theoretically resulting in a highly productive plot of earth that would send its growth of plants fairly zooming out of the roof of the studio, might actually require certain liming materials and fertilizer. Rayel will await a decision on using fertilizer until all returns are in from the 48 states.

New Jersey's contribution will come from Freehold, an area described by Governor Robert Meyner's spokesman as being "one of the most productive vegetable soils of Central New Jersey."

By coincidence, "Home's" gardening specialist, Will Peiglebeck comes from Metuchen, N.J., where he has an acre-and-a-half of land under cultivation in flowers, vegetables and plants for demonstrations on his television programs.

In the latest acceptances of "Home's" invitation to submit soil, Governors William G. Stratton of Illinois and Robert F. Kennon of Louisiana personally replied. The latter maintained that his state's soil "can grow practically anything."

The executive assistant to Governor Charles H. Russell of Nevada wrote that his state's soil "is enriched by probably more days of clear sky and sunshine than any other soil in the nation."

(more)



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He continued:

"It is the Governor's hope that when placed in your 'growery' it will continue to produce flowers which will be the envy of states with a poorer type of soil."

The contribution of Kansas will be from the Kaw River Valley, "one of the most productive valleys in the world," according to the secretary to Governor Edward F. Arn.

Wisconsin's soil will be taken from the Southern one-third of the state, "a soil that has made it possible for Wisconsin to produce annually approximately 16 billion pounds of milk," according to D.N. McDowell, director of that state's Department of Agriculture.

Georgia's contribution will be a sandy Cecil clay soil from the Piedmont area of the state, according to F.E. Johnstone, Jr., chairman of the division of horticulture at the University of Georgia. He predicted that Georgia's minerals would give the "growery" a good structure.

Governor Frank Lausche of Ohio turned over his soil request to Rhea McCarty, executive secretary of the Ohio Development and Publicity Commission, who sent the soil immediately, along with enough brochures about Ohio to keep Arlene Francis, editor-in-chief of "Home," occupied through the first year or so of the program.

From Virginia, along with the promise of earth from Capitol Square in Richmond, came the claim from State Entomologist C.R. Willey that no other soil in the "growery" will be richer in history and tradition.

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HEAVY LISTENER MAIL OFFERS PROOF OF GROWING POPULARITY  
OF NBC'S 'ROADSHOW,' SERIES GEARED FOR U.S. MOTORISTS

As evidenced by the mail which every morning reaches Producer Parker Gibbs' office, NBC's novel four-hour program, ROADSHOW, is gaining steadily in popularity across the United States. Emceed by Bill Cullen, "Roadshow" is heard from 2-5 p.m., EST (WNBC carries 2-5 segments only) and features music, contests, news, traffic and weather reports.

To date, the mail response to the first five broadcasts has been a hefty 46,935 letters and post cards. The volume has grown steadily, from 7,500 following the initial broadcast on Jan. 9 to over 12,000 following the fifth.

"Roadshow" is designed to interest and entertain the weekend motorist, at a time when the nation's highways are in heavy use. In one of the contests featured on the show, listeners are asked to write in their license numbers. Cullen selects one at random and announces it on the air. When the owner calls in and identifies himself, he receives a prize. Other "Roadshow" contests include completing a safe-driving limerick and submitting ideas for guessing games to be played while traveling. Gibbs reports that the mail response has been heaviest from New York, Pennsylvania, Missouri, Texas and Iowa.

Each week, the show dispatches a "Mr. Safety" in two different cities to cruise the highway and find an exceptionally safe and courteous driver. The motorist is introduced to the listening audience by telephone and receives such prizes as a radio, wristwatch, electric blanket and typewriter.

(more)







In addition to recorded music, the show features the Johnny Guaraniieri Trio and a guest singer. Bill Cullen's guest on Saturday, Feb. 20, will be the popular recording artist, Peter Hanley. Veteran news commentators W.W. (Bill) Chaplin and Jim Fleming report the news on the hour and half-hour.

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PROGRAM CHANGE FOR BOB HOPE'S DAYTIME SHOW

Screen star Arlene Whelan will be Bob Hope's guest "Lady Editor of the Week" on his NBC daytime radio show beginning Monday, March 1 instead of Feb. 22, as previously announced (Mondays through Fridays, 10:30 a.m., EST).

During the week of Feb. 22, Hope will interview interesting personalities in his studio audiences and will read humorous stories sent in by listeners.

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NBC-New York, 2/16/54



NBC OFFICIALS TO ADDRESS GROUPS IN MISSOURI,  
NEW YORK AND WEST VIRGINIA

Talks in three widely separated parts of the country will be given Thursday, Feb. 18. by representatives of the National Broadcasting Company.

Stockton Helffrich, manager of Continuity Acceptance, will speak before the annual dinner meeting of the Columbia, Mo., Chamber of Commerce. His topic will be "Continuity Acceptance at NBC."

William I. Kaufman, Eastern representative for NBC Co-op Sales, will address the Young Adult Group of Marble Collegiate Church, New York City, at 8:30 p.m. His subject will be "Television Programming."

Robert Button, television network account executive, will speak before the Advertising Club of Wheeling, W. Va., on the subject "Network Television Advertising."

-----O-----

FULLER PAINT CO. TO SPONSOR NEWS PROGRAM

The Fuller Paint Company has signed with the National Broadcasting Company to sponsor a daily Monday-through-Friday radio news program, featuring veteran newscaster Knox Manning and Elmer Peterson, it was announced today by John Williams, manager of Radio Network Sales for the NBC Western Division.

The order, placed through the McCann-Erickson Agency in San Francisco, calls for 52 weeks beginning Monday, March 1 on NBC's West Coast network. KNOX MANNING NEWS will be broadcast Mondays, Tuesdays, and Thursdays at 4:55-5 p.m., PST, and ELMER PETERSON AND THE NEWS Wednesday and Fridays in the same time period.

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# NBC

## TRADE NEWS

OK

February 17, 1954

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NBC RADIO AND TV NETWORKS WILL CARRY ACADEMY AWARDS PRESENTATION  
OF MOTION PICTURE INDUSTRY UNDER OLDSMOBILE SPONSORSHIP

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March 25 Proceedings at Hollywood's 26th Annual 'Oscar' Event  
Represents Second Year of NBC Radio-TV Coverage

\*-----\*

The Oldsmobile Division and its dealers throughout the nation  
will sponsor NBC's combined TV and Radio coverage of Hollywood's  
biggest night of the year -- the 26th Annual Academy Awards Presenta-  
tion on Thursday, March 25. //

Announcement of this order by Oldsmobile was made today by  
George H. Frey, NBC Vice President in charge of Television Network  
Sales; Fred L. Horton, NBC Director of Radio Network Sales, and J.F.  
Wolfram, General Manager of the Oldsmobile Division.

The exciting and colorful "Oscar" presentations will be  
carried over 105 stations of the NBC-TV Network, and the full NBC  
Radio Network. Both the broadcast and telecast will be from 10:30 p.m.-  
12 midnight, EST.

Originating from the RKO Pantages Theatre in Hollywood, with  
major pick-ups in New York, the ceremony will follow the format of



## 2 - Academy Awards

previous years at which the film capital gathers to await the opening of sealed envelopes containing the names of the "Oscar" winners. The awards will be presented by stars who have won in past years.

"Oldsmobile is proud to cooperate with leaders of the motion picture industry in bringing this distinguished event into the homes of millions of Americans through television and radio," Mr. Wolfram stated at the contract signing ceremony. "Our sponsorship will be a highlight in a nationwide Spring sales campaign now being conducted by Oldsmobile dealers in behalf of our new 1954 models."

This presentation will mark the second consecutive year in which NBC-TV and Radio will bring to millions close-up views and descriptions of this outstanding evening. The Academy presentation was televised nationally for the first time by NBC in March, 1953.

Announcement that NBC again had obtained rights for exclusive coverage of the ceremony was made last November by the network and the Academy of Motion Picture Arts and Sciences.

This organization was founded in 1927, and the first stars to receive its coveted awards were Janet Gaynor and Emil Jannings. The ceremony has since become the highpoint of the year in the motion picture industry.

The order for the Oldsmobile Division was placed through its advertising agency, D.P. Brother & Company.

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NBC-New York, 2/17/54







\* 'FOUR OUT OF TOP FIVE'; 'SEVEN OUT OF TOP TEN' -- \*

THAT'S NIELSEN SUMMARY OF NBC-TV LEADERSHIP

Four of the top five, and seven of the top 10 programs -- that's the story of NBC-TV's overwhelming leadership in the just-released National Nielsen Ratings for the two weeks ending Jan. 23.

Here are the nation's 10 most popular TV shows, as reported by the A.C. Nielsen Company.

1 -- I Love Lucy	64.3
2 -- DRAGNET (NBC)	59.1
3 -- BUICK-BERLE SHOW (NBC)	52.4
4 -- YOU BET YOUR LIFE (NBC)	52.2
5 -- COLGATE COMEDY HOUR (NBC)	50.9
6 -- Jackie Gleason Show	50.0
7 -- Talent Scouts	48.4
8 -- PHILCO TV PLAYHOUSE (NBC)	44.0
9 -- THIS IS YOUR LIFE (NBC)	44.0
10 -- ROY ROGERS (NBC)	42.8

Especially noteworthy in the latest Nielsen report is the spectacular rise of "Roy Rogers" from 39th position to 10th; the solid NBC-TV block of programs from second through fifth positions; and "Colgate Comedy Hour's" strong fifth ranking (its Sunday night opposition not making the first 10).

-----O-----

YOUR OUT OF TOP FIVE, 'BEVERLY HILLS 90210' --  
THAT'S NIELSEN'S SURVEY OF THE TV SCHEDULE

Top of the top five, and down of the top  
10 programs -- that's the story of Nielsen's over-  
whelming leadership in the television business.  
Nielsen ratings for the two weeks ending Jan. 25.  
Here are the nation's 10 most popular TV  
shows, as reported by the A.C. Nielsen Company.

44.3	1 -- I Love Lucy
39.1	2 -- DRAGNET (NBC)
32.7	3 -- BUTK-BUTK SHOW (NBC)
27.8	4 -- YOU BET YOUR LIFE (NBC)
20.9	5 -- COLGATE COMEDY HOUR (NBC)
20.3	6 -- Jackie Gleason Show
18.6	7 -- Tonight Show
17.0	8 -- PHILCO TV PLAYHOUSE (NBC)
14.0	9 -- THIS IS YOUR LIFE (NBC)
12.8	10 -- BOY TROUPE (NBC)

Especially noteworthy in the Nielsen  
report is the spectacular rise of 'I Love Lucy',  
from 19th position to 1st. The other top-10  
block of programs from second through 10th  
positions: the Colgate Comedy Hour, 'Strong  
with Tanking' (the Sunday night opposition has  
making the 10th 10)

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CARTER PRODUCTS BUYS INTO NBC RADIO'S 'THREE PLAN'

\*-----\*

Another client has bought into the NBC Radio Network "Three Plan," it was announced today (Feb. 17) by Fred Horton, NBC director of Radio Network Sales. The purchase is by Carter Products, Inc., through the Ted Bates & Company agency, for three participations per week starting Monday, March 1.

The Carter participations will be heard on Mondays on SECOND CHANCE (11:45 a.m.-12 noon), Wednesdays on FIBBER MCGEE AND MOLLY (10-10:15 p.m., EST) and on Fridays on IT PAYS TO BE MARRIED (5:45-6 p.m., EST).

Other current participants in the "Three Plan" are the Lewis-Howe Company and the Hudnut Sales Co., Inc.

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CHICAGO GETS CHANCE TO SEE FAMED NATIVE 'KF&O' TROUPE  
IN OPERA HOUSE VERSION OF 'ST. GEORGE AND THE DRAGON'

Burr Tillstrom and Fran Allison together with their KUKLA, FRAN AND OLLIE group will do repeat performances of their now famous version of "St. George and the Dragon," with Arthur Fiedler and the Boston "Pops" Orchestra in their home city -- Chicago -- on Saturday, Feb. 27 and Sunday, Feb. 28.

The one-act opera, which will not be televised, will be presented as the final section of the orchestra's concerts to be held in Chicago's Civic Opera House at 8:30 p.m., CST, on the two evenings.

Composed by Tillstrom and his musical director, Jack Fascinato, "St. George and the Dragon" was originally performed by "Kukla, Fran and Ollie" on Sunday, June 7, 1953, at Symphony Hall in Boston when it was telecast during the regular "KF&O" program time on NBC-TV. It was repeated on the NBC-TV network in compatible color.

-----O-----

NBC-New York, 2/17/54



CHICAGO THIS CHANCE TO SEE VARIOUS NATIVE THEATRE TRUPE

IN OPERA HOUSE VERSION OF "ST. GEORGE AND THE DRAGON"

BUT WILLIS and Fred Wilson, together with their KUKLA,

TEAM AND OLIVE group will do several performances of their new version

of "ST. GEORGE AND THE DRAGON" with William H. Miller and the

version of "ST. GEORGE AND THE DRAGON" -- on Saturday,

Feb. 27 and Sunday, Feb. 28.

The one-act opera, which will not be advertised, will be pre-

sented as the first section of the entertainment to be held in

Chicago's Civic Opera House on Feb. 27 and 28, on the two evenings.

Composed by Willis and Fred Wilson, the musical comedy, "ST.

GEORGE AND THE DRAGON" was originally performed by

"KUKLA, TEEN and OLIVE" on Broadway, June 1, 1911, at the New York

Booth when it was followed by the "ST. GEORGE" program on the

NBC-TV. It was repeated on the NBC-TV network in complete color.

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\*-----\*

EIGHT NBC SHOWS WIN 'BEST' HONORS IN AWARDS SELECTION  
OF NATIONAL ASSOCIATION FOR BETTER RADIO AND TV

\*-----\*

Eight NBC television and radio programs have been named as "best" in their category by the National Association for Better Radio and Television in its third annual national awards selection.

NBC-TV winners were YOUR SHOW OF SHOWS, named the best variety program; the VOICE OF FIRESTONE, the best TV musical program; DING DONG SCHOOL, the best program for younger children; and MR. WIZARD, the best program for older children.

In Radio, NBC's winners were the NBC SYMPHONY ORCHESTRA in the classical music category, the DINAH SHORE SHOW in popular music, YOUTH WANTS TO KNOW in the older children's program class, and NATIONAL FARM AND HOME HOUR in the agricultural group.

The National Association for Better Radio and Television awards are determined by a vote of members of the non-profit corporation, which evaluates Radio and TV programs and publishes recommendations designed to improve standards.

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NBC-New York, 2/17/54



NBC TRADE NEWS

(OH)

FREDERIC W. WILE, JR., ASSIGNED ADDITIONAL DUTIES, NOW V.P.  
FOR TV AND RADIO PROGRAMS ON COAST

Frederic W. Wile, Jr., NBC Vice President in charge of the Television Network's Programs Division on the West Coast, will take over responsibility for West Coast Radio activities, it was announced today by John K. West, Vice President in charge of NBC's Pacific Division.

Wile transferred to Hollywood on Jan. 1 of this year. He assumes his additional duties in Radio immediately. //

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NBC-New York, 2/17/54





NBC-TV TO COVER NEW ORLEANS MARDI GRAS CELEBRATION

The century-old celebration of Mardi Gras, with its accompanying parades, carnival ball and revelry, will be telecast from New Orleans on NBC-TV, Tuesday, March 2 (from 11:45 a.m. to 12:30 p.m., and from 12 midnight to 1 a.m., EST).

This Mardi Gras is one of the most famous festivals celebrated in the United States. It is a time of revelry and merry-making, the final festive demonstration prior to the solemn season of Lent.

The splendor of the event is legendary, and each year thousands flock to New Orleans to observe and participate in the Mardi Gras. The pageantry and the spirit of the celebration provide a memorable experience which this year will be watched by millions on NBC Television.

The three highlights of the fun-making -- the Rex Parade, the Comus Parade and the Rex and Comus balls--will be televised in part. W.A. Garden and Tom Hicks will produce the program.

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NBC-New York, 2/17/54

WEDNESDAY TO COAST GUARD AND NAVY

The ceremony of dedication of the ship, which is now  
being prepared for service, will be held at  
New Orleans on Wednesday, January 11, from 11:00 a.m.  
to 12:30 p.m. and from 12:30 p.m. to 1:30 p.m.  
This will give to one of the most famous families  
trained in the United States. It is a ship of service and  
making, the first of its kind in the United States  
of America.

The ceremony of the ship is planned, and will  
thousands flock to New Orleans to witness and participate in the  
New Orleans. The ceremony and the spirit of the celebration will  
give a memorable experience which will be remembered by  
millions of New Orleans.

The ship will be at New Orleans -- the New Orleans  
the Green Parade and the New Orleans will be held  
at New Orleans. The ship will be held at New Orleans.

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# NBC

## TRADE NEWS

February 18, 1954

DISTINGUISHED SERVICE SCROLL--HIGHEST FREEDOMS FOUNDATION  
HONOR--GOES TO NBC; NETWORK PROGRAMS AND AFFILIATES CITED

- - -

'Integration Without Identification' Policy' Wins 1953 Award;  
NBC Radio and TV Programs and 2 Affiliates Win Honor Medals

FOR RELEASE P.M., MONDAY, FEB. 22

Freedoms Foundation at Valley Forge today accorded the National Broadcasting Company its highest recognition, the Distinguished Service Scroll, for having won "at least four" of the Foundation's annual awards selections in the past five years.

This year's award from Freedoms Foundation came to the network for its "integration without identification" policy, cited as a "high level policy of NBC in all of its operations -- the official mandate that neither color nor religion may constitute a barrier to the full utilization of any human skill."

In addition to the special award to the network, six NBC television programs and two NBC Radio programs won Honor Medal Awards. Two NBC affiliates also took Honor Medal Awards.

(more)





## 2 - Distinguished Service Scroll

Announcement of the Freedoms Foundation fifth annual awards was made at special George Washington's Birthday ceremonies at the Foundation's Valley Forge headquarters by Dr. Kenneth D. Wells, its president. Awards were made to American citizens, organizations and schools for "contributions to a better understanding of the American way of life during 1953."

### NBC-TV Network program winners were:

AMERICAN FORUM OF THE AIR, discussion series.

MEET THE PRESS, press conference series,  
sponsored by Revere Copper & Brass Co.

"Horace Man's Miracle," presented on HALLMARK  
HALL OF FAME, sponsored by Hall Brothers, Inc..

"The King's Hunchback," presented on FRONTIERS  
OF FAITH in cooperation with the Jewish Theological  
Seminary of America.

"The Reluctant Citizen," presented by PHILCO  
TELEVISION PLAYHOUSE, sponsored by Philco  
Corporation.

"Decision at Christmas," presented by AMERICAN  
INVENTORY, series produced under a grant from the  
Alfred P. Sloan Foundation.

### NBC Radio Network winners were:

LAST MAN OUT, documentary series dramatizing  
authentic stories of former Communists.

"A Letter From Mother," a single broadcast  
presented in cooperation with American Legion  
Auxiliary.

(more)



3 - Distinguished Service Scroll

NBC affiliated stations winning Honor Award Medals were WGY, Schenectady, N.Y., for its "I Speak for Democracy" radio series, and WOI-TV, Ames, Iowa, for its "A Voice Out of Time" television series.

Freedoms Foundation, founded in 1949, is a non-profit, non-political and non-sectarian organization. A jury composed of chief justices of the State Supreme Courts and heads of patriotic, service and veterans' organizations selects the award recipients.

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NBC-New York, 2/18/54





# NBC

## TRADE NEWS

February 18, 1954

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DONALD O'CONNOR WILL EMCEE PROCEEDINGS AT 26TH ANNUAL  
ACADEMY AWARDS PRESENTATIONS MARCH 25 ON NBC NETWORKS

\*-----\*

Donald O'Connor, one of the stars of the NBC-TV "Colgate Comedy Hour," will be master of ceremonies for the 26th annual motion picture Academy Awards presentation Thursday, March 25, it was announced today by Mitchell Leisen, general director of the ceremony.

The event will be presented this year, as it was last year, over the National Broadcasting Company's radio and television networks from 10:30 p.m., to midnight, EST. It will originate in the RKO Pantages Theatre in Hollywood.

"The selection of O'Connor represents the hundreds of younger people in the industry who will be winning awards in the years to come," said Leisen. "Several new ideas are planned for the after-show of this event which marks the beginning of the second quarter-century for the Academy Awards."

This is the young actor's first association with the Academy Awards. He has starred in several movie musicals, notably "Singin' in the Rain" and "Walking My Baby Back Home."

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ERNIE TUBB AND GOLDIE HILL FEATURED ON 'COUNTRY TUNE PARADE,'  
NEW NBC RADIO SERIES OF WESTERN AND HILLBILLY MUSIC

Top attractions in hillbilly and Western music will be presented weekly on NBC Radio beginning Saturday, March 6 when COUNTRY TUNE PARADE is introduced on the network (10-10:15 p.m., EST).

The 15-minute musical show will originate from the nation's country music capital, Nashville, Tenn., through the facilities of NBC affiliate WSM.

Featuring folk singers Ernest Tubb and Goldie Hill, the program will offer a selection of top hits in country and Western music. These selections will be based on record sales as well as popularity reports appearing in such trade publications as Variety, Billboard and Downbeat.

Guest stars in this field of music also are scheduled to appear on the show. Tubb, a native Texan known as the Texas Troubadour, has starred on NBC's "Grand Ole Opry," has appeared in Western movies and has written Western tunes. Goldie Hill is a 20-year-old Texas beauty who accompanies herself on the guitar.

"Country Tune Parade" will be sponsored by the D'Con Company of Chicago, manufacturer of rodenticides and insecticides, through the Marfree Advertising Corp., of Chicago.

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NBC-New York, 2/18/54





## 'RAILROAD HOUR' RENEWED ON NBC RADIO

The Association of American Railroads has renewed THE RAILROAD HOUR for 13 weeks on the full NBC Radio Network commencing Monday, March 29, it was announced today (Feb. 18) by Fred Horton, director of sales for the network.

The popular-musical plays series is broadcast Mondays, 8-8:30 p.m., EST, and stars vocalist Gordon MacRae with Carmen Dragon's Orchestra. Prominent guest performers are featured.

Benton & Bowles is the agency for the Association of American Railroads.

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WILLIAM S. HEDGES, NBC V.P. FOR INTEGRATED SERVICES,  
PARTICIPATES IN PIONEER NATIONWIDE PHONE DIAL TEST

William S. Hedges, NBC Vice President for Integrated Services, took part Wednesday, Feb. 17, in one of the earliest tests of a nationwide telephone dialing system of the American Telephone and Telegraph Company.

Hedges, who also is Vice President of the New York Rotary Club, received a telephone call placed by means of the new dial system by Col. H.E. Sanderson, President of the Rotary Club at Stockton, Calif.

Talking to Colonel Sanderson, Hedges commented: "I am very happy. . . that it has fallen to my lot to be the recipient of your call because by coincidence your call from across the nation opening up a nationwide dialing system of the American Telephone and Telegraph Company is being received by a representative of the largest private customer of the Telephone Company. Only the Government of the United States has a bigger telephone bill than that of the National Broadcasting Company."

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FILM OF EISENHOWER APPEAL FOR RED CROSS TO BE SHOWN  
FOR FIRST TIME ON 'MR. PEEPERS' SHOW

A four-and-one-half minute filmed appeal by President Eisenhower for the American Red Cross March drive will be integrated in the regular "live" telecast of MR. PEEPERS, starring Wally Cox, Sunday, Feb. 28 (NBC-TV, 7:30 p.m., EST). The sequence will be seen on TV for the first time, and later will be spotted throughout the country on various stations.

In the "Mr. Peepers" episode, Jefferson City Junior High School is closed because of a big storm but it is planned to hold classes as usual, through courtesy of the local television station. "Mr. Peepers," on camera for the first time, uses video to reach his science students. His colleagues, English instructor Mrs. Gurney (Marion Lorne) history teacher Mr. Weskit (Tony Randall) school nurse Nancy Remington (Patricia Benoit) and coach Frank T. Whip (Jack Warden), join him in the new medium. Warden, incidentally, has the male lead in "Lullaby," the current Broadway comedy hit starring Mary Boland.

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'STAR TIME,' NBC N.Y. CHILDREN'S SHOW,  
'GOES NETWORK' ON COOPERATIVE BASIS

STAR TIME, the moppet musical review which for the past three years has been seen locally over New York's WNBT, is now being telecast over the NBC-TV network on a cooperative basis Saturdays, 5:30-6 p.m., EST.

"Star Time" features talented youngsters ranging in age from 3 to 16. Lonnie Starr is the program announcer. The show is produced by George Scheck and directed by Ted Nathanson. Mike Gargiulo is associate producer.

The program is sponsored in New York by Gerald O. Kaye Associates Corporation, metropolitan New York distributors for Crosley and Bendix home appliances and "All" household detergent.

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2014.05.26

BRIG. GENERAL SARNOFF, IN WOMAN'S HOME COMPANION ARTICLE,  
TERMS AVERAGE AMERICAN FAMILY 'LUCKIEST IN WORLD'

The average American family is the "luckiest" family on earth, better off than any other average family has ever been in history.

This opinion is expressed by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, in an article in the March issue of the Woman's Home Companion, out today (Feb. 19). General Sarnoff's article, titled "The Luckiest Family in the World," tells what makes America's economy bright.

"It is in America, not Russia, that the great economic revolution has occurred, and it has occurred without violence or bloodshed," he writes. "Here the widest distribution of production ever known to mankind has been achieved. And, most miraculous of all, we did it without coercion or the loss of our individual dignity and freedom."

Calling America's standard of living "the wonder of the world," General Sarnoff compares it with that of other countries. "China and Russia are both bigger than the United States, with as much natural wealth," he says, "and they both started in business centuries before we did. Yet the standard of life for people in these countries is terribly low."

(more)





General Sarnoff sums up the "real secret" of America's prosperity in two sentences: "First," he writes, "we produce more goods and food per person than any other country on earth -- and we continually strive to produce more and more. Second, we distribute these goods more equally among our population than any other country on earth -- and we continually strive to spread more and more goods into the hands of more people."

These, he points out, have been the twin goals of humanity for centuries. "In proclaiming their purpose to achieve them, Communist leaders have inflicted bloodshed and misery on their peoples," he writes. "And they have failed while we have succeeded."

The future looks "bright indeed" to General Sarnoff. "Our population is increasing by leaps and bounds, together with the demand for food, housing and goods of every description. When peace returns to the earth, as it must," he says, "the billions of dollars and man-hours we have to spend on economically unproductive weapons will be diverted into products that will give us still greater comforts and conveniences. Technological revolutions in the fields of electronics and atomic energy will create new industries and labor-saving devices we cannot even imagine today."

General Sarnoff foresees a time when the average American family, in addition to what it has today, will own a vacation home, a helicopter or pleasure boat.

"Fantastic?" General Sarnoff asks. "Well, how much more fantastic would it have been for a slum-dwelling, slaughter house worker in Chicago 50 years ago to believe that in 1954 his grandson, with the same job, would live in a comfortable home in the suburbs and drive to work in a better automobile than any millionaire could have bought in his day?"

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NBC-New York, 2/19/54



FEBRUARY 19, 1954

EDITOR-IN-CHIEF ARLENE FRANCIS AND STAFF 'DEPARTMENT HEADS'  
OFFER WIDE VARIETY OF SERVICE TOPICS ON 'HOME' PREMIERE

HOME, NBC-TV's new hour-long daytime program designed especially for women viewers, will have its premiere performance on Monday, March 1 (11 a.m.-12 noon, EST) with seven major features in the fields of fashion, child care, shopping, leisure-time activities, food and home decoration.

Arlene Francis will be seen as editor-in-chief of the new women's "magazine-of-the-air," which will contain from five to eight feature segments each day. Miss Francis will open the program, introducing viewers to "Home's" editorial staff and its new set.

Eve Hunter, fashion editor, will take over next with a feature on six best buys in basic evening clothes, ranging from a little girl's first dress-up dress to a grandmother's attractive gown.

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NOTE TO EDITORS:

The NBC Daily News Report will not be published on Washington's Birthday, Feb. 22. Publication will be resumed Tuesday, Feb. 23.

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(more)



January 24, 1944

My dear Mr. [Name],

I have just received your letter of the 21st and am glad to hear that you are well. I am also glad to hear that you are interested in the [Name] project. I am sure that you will find it very interesting and I am sure that you will find it very interesting.

I am sure that you will find it very interesting and I am sure that you will find it very interesting. I am sure that you will find it very interesting and I am sure that you will find it very interesting. I am sure that you will find it very interesting and I am sure that you will find it very interesting.

Yours truly,  
[Name]

(Name)



Dr. Rose Franzblau, well-known child psychologist and family affairs and child care editor on "Home," will discuss three major problems in as many age groups having to do with child care and, without trying to provide an all-inclusive solution, will show how to handle each matter.

Constance Bannister, prominent baby photographer and author of many baby picture book successes, has filmed a number of baby feature spots especially for "Home" viewers, two of which will be seen on the first telecast.

With Winter vacations becoming more popular with all wage groups, this first broadcast will include a leisure-time activities feature based on the first day of a Winter cruise.

Poppy Cannon, food editor, will prove that vichyssoise, generally thought to be an exotic soup, is in reality quite simple to make with potatoes and leeks and is quite inexpensive, nutritious and delicious.

Various methods of planning and utilizing space through the use of miniatures will be demonstrated by home decorations editor (Miss Sydney Smith.

There will also be two shopping features included in this first edition of "Home," based on new items on the market which have national distribution and, because of their design, purpose and unique construction are truly newsworthy. These spots will be handled by Miss Francis.

Gardening, "how-to-do-it," physical health and other regular feature departments of "Home" will be seen on subsequent telecasts during the remainder of the week.

Richard A.R. Pinkham is executive producer for "Home," Jack Rayel producer and Richard Linkroum associate producer and executive director. Senior editors are Kay Elliot and A.G. Sectorsky.



## 23 STATES ALREADY HEARD FROM FOLLOWING 'HOME'

## REQUEST FOR SOIL FOR ITS STUDIO 'GROWERY'

Reminiscent of the early history of the United States, when the colonies and territories one by one sought and gained admission to the union, the HOME "growery" on NBC Television is steadily expanding its boundaries until soon it will have representative soil from all 48 states.

Ten states have now sent in packages of their soil to be mixed in the studio growing-area of the daily women's service program, which will have its premiere Monday, March 1 (11 a.m.-12 noon, EST). Another 13 governors or their representatives have notified producer Jack Rayel that they will be pleased to submit earth for the "growery."

The latest states to deliver soil are Maryland, Wisconsin, Virginia, New Hampshire and Nevada. The packages joined others already turned in by Pennsylvania, South Carolina, Ohio, Alabama and Oregon.

New York and Connecticut have indicated that they have soil experts digging for appropriate loam to represent them. C. Loyal W. Swanson, head of the Department of Soils at the Connecticut Agricultural Experiment Station in New Haven, suggested sending earth from an experimental farm at Mt. Carmel in which the world's first hybrid corn was grown.

This met with Rayel's approval, as it is his wish and that of Will Peiglebeck, who will be the gardening specialist on "Home," that each state put its richest soil forward.

Other states which have their soil speeding to New York in time for the program premiere -- bringing to 23 the number that have replied to Rayel's request -- include Vermont, Georgia, Delaware, Louisiana, Illinois, New Jersey, Texas, Kansas, North Carolina, California and Rhode Island.

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NBC-New York, 2/19/54



# ANNUAL REPORT OF THE BOARD OF DIRECTORS FOR THE YEAR 1900

The Board of Directors of the Bank of America, New York and San Francisco, have the honor to acknowledge the receipt of the report of the President and the report of the various departments of the Bank for the year 1900. The report of the President shows that the Bank has maintained its position as one of the leading financial institutions of the country, and that its business has increased during the year. The report of the various departments shows that they have all performed their duties efficiently and have contributed to the success of the Bank.

The Board of Directors has also received the report of the various committees appointed by it. The report of the Committee on the Management of the Bank shows that the management has been efficient and that the Bank has maintained its position as one of the leading financial institutions of the country. The report of the Committee on the Condition of the Bank shows that the Bank is in a sound financial condition and that its assets are well protected. The report of the Committee on the Dividend shows that the dividend for the year 1900 has been paid in full.

The Board of Directors has also received the report of the various officers of the Bank. The report of the President shows that he has performed his duties efficiently and has contributed to the success of the Bank. The report of the Vice-President shows that he has performed his duties efficiently and has contributed to the success of the Bank. The report of the Cashier shows that he has performed his duties efficiently and has contributed to the success of the Bank. The report of the various other officers shows that they have all performed their duties efficiently and have contributed to the success of the Bank.

The Board of Directors has also received the report of the various stockholders of the Bank. The report of the stockholders shows that they are all satisfied with the management of the Bank and with the dividend for the year 1900. The Board of Directors has also received the report of the various creditors of the Bank. The report of the creditors shows that they are all satisfied with the management of the Bank and with the dividend for the year 1900.

The Board of Directors has also received the report of the various other parties interested in the Bank. The report of these parties shows that they are all satisfied with the management of the Bank and with the dividend for the year 1900. The Board of Directors has also received the report of the various other parties interested in the Bank. The report of these parties shows that they are all satisfied with the management of the Bank and with the dividend for the year 1900.



'COMEDY HOUR' WILL PRESENT ETHEL MERMAN IN 'ANYTHING GOES'

WITH GUEST STARS FRANK SINATRA, BERT LAHR, SHEREE NORTH

- - -

TV Version of Broadway Smash Hit Feb. 28 Will Be Supervised

By Its Co-Author, Leland Hayward, and Jules Styne

The Sunday night, Feb. 28 COLGATE COMEDY HOUR (NBC-TV, 8-9 p.m., EST), will present Ethel Merman in Cole Porter's musical comedy "Anything Goes" by Howard Lindsay and Russell Crouse, with guest stars Frank Sinatra, Bert Lahr and Sheree North. This special presentation will be supervised by executive producer Leland Hayward and producer Jules Styne.

"Anything Goes," one of Broadway's brightest musicals, opened at the Alvin Theatre on Nov. 21, 1934 and ran for 420 consecutive performances.

Ethel Merman returns to her original starring role of Reno Sweeney. Frank Sinatra will portray swashbuckling Billy Crocker, comedian Bert Lahr becomes the Reverend Dr. Moon, and blonde and beautiful Sheree North is Hope Harcourt.

The program will mark the second video production for veteran theatrical impresario Leland Hayward. His first effort, "The Ford Anniversary Show," in 1953, was a widely-acclaimed success.

(more)



2 - 'Colgate Comedy Hour'

Jules Styne will be making his TV producing debut. He is well known in the entertainment industry, having produced six Broadway hits including the successful revivals of "Pal Joey" and "Gentlemen Prefer Blondes." In 1952 he won the New York Critics Award for his staging of "Pal Joey."

The script for the full-hour production is being adapted by Herb Baker, son of the famous vaudeville entertainer, Belle Baker. The music for the entire production will be under the direction of maestro Al Goodman, the show's regular conductor, who has directed over 300 Broadway musicals during his long career.

The "Colgate Comedy Hour" is produced for NBC by Pete Barnum, with television direction for the Feb. 28 production by Sid Smith.

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NBC-New York, 2/19/54







## COLOR TELEVISION NEWS

NBC's COLONIAL THEATRE IN N.Y., NOW A PIONEER COLOR TV STUDIO,  
WILL PORTRAY ITSELF IN 'ARMSTRONG'S CIRCLE THEATRE' DRAMA

A historic Broadway theatre now converted into a color television studio will portray itself in the ARMSTRONG CIRCLE THEATRE'S drama, "Evening Star," Tuesday, Feb. 23 (NBC-TV, 9:30 p.m., EST), which will be broadcast in compatible color.

The National Broadcasting Company's Colonial Theatre, world's first fully equipped color studio, has been the center of intensive development work in color program production by the network. From its stage have been colorcast many of NBC's top color productions. Tuesday's show will be the latest in a series of continuing "color premieres."

The story of "Evening Star" has to do with a television studio that was once a theatre where the central figure of the drama, an aging diva, scored some of her greatest triumphs. She comes out of retirement to try her luck in the medium of television.

Viewers will be shown the actual mechanics of a television show in rehearsal as the diva prepares for her television debut amid surroundings that recall to her the glories of her past.

In the top role will be Jarmila Novotna, renowned star of the Metropolitan Opera Company. Featured with her will be Arthur Franz, Richard Kollmar, Dino DiLuca, Fredd (cq) Wayne, Sarah Marshall and Jonathan Harris.

(more)



The Colonial Theatre, at Broadway and 62nd Street, New York City, has just rounded out a half-century during which it has been at various times a legitimate theatre, a concert hall, a vaudeville house and a movie theatre. It was converted for use as a color television studio in December, 1952, at a cost of \$1,350,000. Today, 15 months later, it is still the only studio of its kind in television. During these 15 months, color specialists of the network have been developing colorcasting techniques of staging, lighting, make-up, costuming and camera work that are setting the standard for the infant industry.

These techniques will be on display in Tuesday's color premiere to the very few who have access, as yet, to color receivers. Due to the compatibility feature of the RCA color system, the program will be viewed in high-quality black and white on the nation's existing sets.

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NBC--New York, 2/19/54







# NBC RADIO NETWORK NEWS

February 19, 1954

MR. AND MRS. LOWELL THOMAS, JR., RECEIVE BON VOYAGE ON 'TODAY'  
UPON START OF VAGABOND AIR TRIP TO FOREIGN EXOTIC PLACES

- - -

Will Send Back Films of Air Trip for 'Today' Telecasts

Mr. and Mrs. Lowell Thomas, Jr., a team of air age adventurers, received a bon voyage from NBC-TV's TODAY program this morning (Feb. 19) as they prepared to embark on the first leg of a trip that will take them almost all the way around the world in a light plane. Their films made on the trip will be presented on the 'Today' telecasts.

The young couple traced their route for Jack Lescoulie and the "Today" audience on a map which featured exotic place names from Paris to Darwin. Their trip, which they estimate will take 300 air hours in a Cessna 180, will be a color film and reporting junket, the material to be gathered as they vagabond their way over little-traveled air lanes across the Mediterranean, Africa, the Near East, Southern Asia and Australia.

As they showed a model of the single-engined, all-metal monoplane, young Thomas, who will share the piloting and filming with his wife, Tay, remarked, "We aren't planning to take any gin and bananas."

(more)



Thomas went on to point out that he expects few if any transportation problems, since the Cessna, though much smaller, has almost the cruising speed of the popular DC-3 commercial airliner, and yet because of its diminutive size and weight can get in and out of the undeveloped airfields likely to be encountered in Africa and Asia.

He has stripped out the rear pair of seats in the normally four-place craft and plans to stow aboard all the film he will need, as well as tools and spare parts for minor repairs of the plane and equipment.

His wife, Tay, described their unique arrangement for drinking water. "We were advised," she said, "by Colonel Lindbergh, to carry our drinking water in hot water bottles, since they are about the only containers guaranteed not to break in a rough landing."

The couples leave on Saturday, Feb. 20 for France and will pick up the Cessna in Paris. They plan to take off on the first leg of the trip on or about March 5.

Their film will be sent back to NBC in New York and used in a series of features on the "Today" program. The schedule of these sequences will be announced at a later date, since the husband-and-wife team are not working on any deadline, advancing over their route at random and staying over in whatever areas they find an unusual story.

It is likely that the full-color motion picture film will be televised in color on the "Today" program, in specially

(more)







3 - Today

arranged inserts. As with the above schedule, such plans will be detailed at a later date when the air voyagers have many route miles behind them.

The "Today" program with Jack Lescoulie, in place of the vacationing Dave Garroway, is seen Monday through Friday, 7-9 a.m., EST and CST, over the NBC-TV network.

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NBC-New York, 2/19/54





SPOT SALES

# News

## NESTLE BUYS NBC'S OWNED STATIONS' ALL-NIGHT SHOW IN FOUR MARKETS

The Nestle Company has bought participations in the all-night radio shows broadcast by NBC's Owned and Operated stations in four markets, it was announced today by George Dietrich, national radio manager, NBC Spot Sales.

"This marks the first sale in NBC's unique plan whereby a sponsor can purchase one or more announcements every hour throughout the night, every night, on all four stations," Dietrich said.

The Nestle Company has contracted for participations six nights a week on WNBC, New York; WTAM, Cleveland; WMAQ, Chicago; and KNBC, San Francisco. All are 50,000-watt clear channel stations.

The advertising agency placing the contract was Sherman-Marquette, New York, for the Nestle Company's Nescafe.

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NBC-New York, 2/19/54





NBC TRADE NEWS

AUTHORITIES IN MANY FIELDS OFFER VARIETY OF TOPICS  
ON 'COLLECTOR'S ITEM' ON NBC RADIO NETWORK

- - -

Margaret Bourke-White to Speak on Photography as Art; Woman's Home Companion Publisher Will Discuss Article by Brig. General Sarnoff

Margaret Bourke-White, the noted Life Magazine photographer, will speak on photography as art during the "World of Art" segment of the COLLECTOR'S ITEM program Sunday, Feb. 21 (NBC Radio Network, except WNBC, 10:30 a.m., EST).

Roger Kennedy, emcee of the weekly two-hour-long program designed for persons whose interests embrace the arts and the sciences, also will introduce Dr. Henry Steele Commager, professor of history at Columbia University, who will speak on the formation of the National Bank.

William A.H. Birnie, publisher of Woman's Home Companion, will discuss "The Luckiest Family in the World," an article by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, which appears in the March issue of the magazine. The article by General Sarnoff, which describes what makes America's economy bright, calls the average American family the "luckiest" family on earth.

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NBC-New York, 2/19/54

pH	Adsorption Capacity (mg/g)
2	10
3	45
4	95
5	75
6	45
7	25
8	10
9	5
10	2
11	1
12	1

CREDITS FOR 'ONE MAN'S FAMILY' ON NBC-TV

PROGRAM: ONE MAN'S FAMILY

TIME: NBC-TV, Mondays-through-Fridays, 10:30-10:45 a.m., EST

RESUMES: Monday, March 1, 1954

ORIGINAL STARTING DATE: Nov. 4, 1949

FORMAT: Dramatic series

CREATOR-WRITER: Carlton E. Morse

CAST: Theodor (cq) von Eltz  
(Father Henry Barbour),  
Mary Adams (Mother Fanny Barbour), Russell Thorson (Paul), Linda Leighton (Hazel), James Lee (Clifford), Anne Whitefield (Claudia), Martin Dean (Jack) and Jack Edwards (Johnny Roberts), Claudia's boy friend.

PRODUCER: Richard Clemmer

DIRECTOR: Jack Smight

MUSIC: Paul Watson

ORIGINATION: NBC's TV studios in Burbank, Calif.

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NBC TRADE NEWS

NORMAN FELTON TO LECTURE ON TV PRODUCTION TECHNIQUES

Norman Felton, NBC producer and director, will be guest lecturer on television production techniques at the University of Iowa, Feb. 23-25. The special sessions for advanced students will consist of lectures on writing and directing for TV, and demonstrations of dramatic production techniques under actual rehearsal conditions.

Felton is director of "Robert Montgomery Presents Your Lucky Strike Theatre" (NBC-TV, alternate Monday nights, 9:30 p.m.).

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NBC-New York, 2/19/54



February 23, 1954

'TODAY' SOARS TO ITS HIGHEST RATING IN HISTORY  
IN NEW NIELSEN TELEVISION INDEX

TODAY, NBC-TV's pioneering early morning news and special events show, soared to its highest rating in history according to the Nielsen Television Index for the two weeks ending Jan. 23.

Nielsen figures for that period show that the average half-hour of "Today" notched a 9.7 rating, reaching 2,152,000 homes and an estimated 4,950,000 viewers.

Here is the breakdown of "Today's" rating by half-hours:

TIME	RATING	HIGHEST PREVIOUS RATING
7-7:30 a.m.	7.5	6.6
7:30-8 a.m.	10.1	9.4
8-8:30 a.m.	10.3	9.0
8:30-9 a.m.	10.8	10.2

The figures give "Today" an average high rating of 9.7 compared with the previous average high of 8.4.

The original TV network early morning news and special events program, "Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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February 23, 1954

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NOTE TO EDITORS:

With the time drawing near for the first "Home" show (March 1), we want to thank the television editors who have helped us draw attention to this program through their columns.

Months of work and preparation have been devoted to this new series and, naturally, we will appreciate your critical reaction. However, we doubt that any evaluation of this program can be based on the viewing of any one show or the initial showing. As producer Jack Rayel said when asked about the content of the first program: "I will have to tell you of a full week's plans in order that any overall appraisal be made."

--NBC Press Department

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# COLOR TELEVISION NEWS

NBC TO PRESENT TV PREMIERE OF 'TAMING OF THE SHREW'

BY VITTORIO GIANNINI, BASED ON SHAKESPEARE TEXTS

- - -

NBC TV Opera Theatre Performance to Be Offered in Compatible  
Color on Saturday, March 13

A new opera, "The Taming of the Shrew," by the American composer Vittorio Giannini will be telecast in RCA compatible color by the NBC TELEVISION OPERA THEATRE as its next production on Saturday, March 13 (NBC-TV, 4-5:30 p.m., EST). The performance will be seen on the nation's existing receivers in high-quality black and white.

The opera was composed to a libretto based largely on the Shakespeare play with additional Shakespearean material from "Romeo and Juliet" and the sonnets. The libretto was prepared by the composer with Dorothy Fee.

"The Taming of the Shrew" was given a performance by the Cincinnati Symphony and local artists and later by an amateur group in Charlotte, N.C. This, however, will be its first television presentation and first large scale production.

The Philadelphia-born composer originally had the idea to write an opera on this Shakespeare text after he finished his opera, "The Scarlet Letter," in 1938. However two specially-commissioned radio operas came next in his list: "Beauty and the Beast" and "Blennerhasset." "Lucetia" preceded in 1934.

(more)





Members of the cast will include (in the principal parts) John Raitt as Petruchio, Susan Yager as Katharine, Sonia Stollin as Bianca, Donald Gramm as Hortensio, John Alexander as Lucentio, Leon Lishner as Batista and Paul Ukena as Tranio. Others in the cast will be Robert Holland, Albert Wilcox, Emile Renan, Karl Brock and Charles Kuenstner.

The settings for this production were designed by William Molyneux and the costumes by John Boxer.

The production will be directed for television by John Bloch, who earlier this season directed the NBC production of Verdi's "Macbeth." Peter Herman Adler, the music and artistic director of the NBC TV Opera Theatre, will conduct the performance. Charles Polacheck is associate producer and Samuel Chotzinoff, NBC's general music director, is producer.

This will be the sixth presentation of the current season by the NBC opera group, the others having been "Carmen," "Macbeth," "Amahl and the Night Visitors" and "The Marriage of Figaro" in two parts. Both "Carmen" and "Amahl" were telecast in compatible color.

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NBC-New York, 2/23/54





## COLOR TELEVISION NEWS

### THREE NBC EXECUTIVES TO DISCUSS PRESENT AND FUTURE OF COLOR TV AT N.Y. LUNCHEON MEETING OF AMERICAN MARKETING ASSOCIATION

Three executives of the National Broadcasting Company will sit as a panel on the subject, "Color Television -- Today and Tomorrow," at a luncheon meeting of the American Marketing Association Thursday, Feb. 25 at the Hotel Roosevelt. They are:

1. Barry Wood, executive producer in charge of color coordination, who will speak on techniques of color production as developed by the NBC color corps which he heads.

2. Robert Shelby, NBC director of color television systems development, who will discuss technical phases of color television -- network facilities, conversion of studios and transmitters, and research activities.

3. Hugh M. Beville, Jr., director of research and planning, who will speak on the sales impact of color television and of the value of the new medium as a powerful selling tool.

The National Broadcasting Company which, alone among the networks, is telecasting major commercial programs in color, has been conducting a series of "commercial clinics" of specific interest to

(more)





2 - Color Panel

marketers. In the course of some 30 "clinics," in which major advertising agencies have participated, the NBC color corps has developed a store of know-how in the building of color commercials of maximum effectiveness.

On the technical end, NBC is the only network to have the facilities of a fully-equipped color television studio and a string of 21 stations from coast to coast already equipped to re-transmit a full-value color signal.

On the sales side, NBC has been conducting intensive studies of the color medium as a selling tool. It is currently engaged in studying cost data on the dozens of major programs already produced in color, in order to arrive at an estimate of what color will cost the advertiser. During the present series of "color premieres," all added program costs are borne by the network.

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NBC-New York, 2/23/54

...the degree of some 35 "studies," in which major aver-  
aging agencies have participated. The NBS color corps has developed a  
more or less-known in the collection of color characteristics of materials  
testimonials.

On the technical end, NBS is the only network to have the  
capabilities of a fully-developed color television studio and a studio  
of stations. This means to some extent slightly equipped to re-transmit a  
full-value color signal.

On the sales side, NBS has been conducting intensive studies  
the color medium as a selling tool. It is currently engaged in  
buying cost data on the degree of major programs already produced in  
1967. In order to arrive at an estimate of what color will cost the  
viewer. Among the present series of "color phenomena," all added  
extra costs are borne by the viewer.

ELIZABETH HAGLUND, OF NBC PERSONNEL DEPARTMENT, NAMED  
PUBLIC RELATIONS COORDINATOR OF NBC-TV'S 'HOME'

Since early in December of 1953 through January of this year, Jack Rayel, producer of NBC-TV's new women's service program HOME, which will have its premiere performance on the network March 1, has been interviewing candidates for his production staff.

His task nearly completed, Rayel decided that he wanted to hire an additional person to act as liaison and to coordinate activities between his staff and the various departments of the network. He called Elizabeth Haglund, a member of the NBC Personnel Department for eight and a half years, and explained that he wanted and solicited her aid in selecting the right person. Miss Haglund understood perfectly what Rayel required. In fact, she told him she had even had experience in this type of work herself.

She began immediately to interview candidates for the position. "I sent several people to see him," she says, "all of whom I thought well-qualified for the job." But he didn't take any of them, so she kept on looking. Then one day, out of the blue, Rayel called her on the phone and asked if she'd like to take the job herself.

"Me?" she replied, somewhat astounded.

"Yes," he answered, "you have all the necessary qualifications, and I think you'd be very good in the job."

Miss Haglund talked it over with her superiors and, with their approval, readily accepted Rayel's offer. As the public relations coordinator of "Home," she moved into the unit's new quarters in the Dauphin Hotel in New York City, having found just the right person for the job.

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NBC-New York, 2/23/54







WESTINGHOUSE INTERNATIONAL CO. REQUESTS NBC-TV DOCUMENTARY FILM  
ON GUATEMALA FOR ITS EMPLOYEES IN CENTRAL AMERICA

NBC's documentary on "Guatemala: Communism on Our Front Doorstep," which was seen on the television network Sunday, Feb. 14, has been requested by the Westinghouse International Co., Inc., for showing to employees working in Central America as part of their orientation training.

The 30-minute film, which illustrated dramatically the story of how the Guatemalan Government has been infiltrated by Communists, was produced by Frank McCall and written by Reuven Frank. The narrators were Joseph C. Harsch, NBC newscaster and commentator, and Marshall F. Bannell, Guatemalan correspondent recently expelled from that country along with the New York Times staff correspondent Sydney Gruson.

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CORRECTION, PLEASE

Please note that the name of the Gardening and "How-to-do-it" editor of NBC-TV's new "Home" program is Will Peigelbeck (not Peiglebeck, as incorrectly spelled in previous releases.)

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NBC-New York, 2/23/54

MEMORANDUM FOR THE RECORD  
SUBJECT: [Illegible]

1. [Illegible]  
2. [Illegible]  
3. [Illegible]  
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11. [Illegible]  
12. [Illegible]  
13. [Illegible]  
14. [Illegible]  
15. [Illegible]

Very truly yours,  
[Illegible Signature]

Enclosure  
[Illegible]  
[Illegible]  
[Illegible]

# NBC

## TRADE NEWS

February 24, 1954

### NIELSEN INDEX REVEALS COMMANDING LEAD FOR NBC-TV SHOWS; NBC LEADS SECOND NET BY 15% IN EVENING AVERAGE RATING

Further study of the latest Nielsen Television Index ratings, for the two weeks ending Jan. 23, reveals an even more commanding lead by NBC-TV shows than was indicated in preliminary examination.

For example, NBC leads the second network (CBS) by 15 per cent in average Nielsen ratings for all evening programs. Pointing up sharply how NBC is increasing its audiences are the Sunday night ratings, which show that NBC is up 19 per cent and the second network down 9 per cent; Tuesday night, in which NBC jumped 11 per cent to the second network's slip of 12 per cent; and Wednesday night, in which NBC's ratings are six per cent higher than the previous report and the second network skidded by five per cent.

The new Nielsens also show that 11 NBC-TV programs received the highest ratings in their history during the two weeks ending Jan. 23. These shows, and their ratings, are:

"Roy Rogers" (42.8), "The Loretta Young Show" (31.8), "I Married Joan" (35.8), "My Little Margie" (34.2), "You Bet Your Life" (52.2), "Dragnet" (59.1), "Campbell Soundstage" (28.5), "The Dinah Shore Show" (26.4), "On Your Account" (18.1), "This Is Your Life" (44.0), and "Today" (9.7 average two-hour rating).

(more)





2 - Ratings

In other highlights of the Nielsen report:

The rating for NBC-TV's "Colgate Comedy Hour" is 32 per cent higher than that of its closest competition.

The average rating for "Robert Montgomery Presents" is 34.8, or 26 per cent higher than it was for the previous report.

NBC-TV's "Camel News Caravan," television's top-rated multi-weekly news program, soared to a 27.7 rating, its top figure in two years and 61 per cent ahead of the second ranking news show.

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NBC-New York, 2/24/54





# COLOR TELEVISION NEWS

JAM SESSION WITH TOP MUSICIANS WILL HIGHLIGHT  
COLOR TELECAST OF 'EXCURSION' ON JAZZ THEME

Jazz and its emergence as American folk music will be the subject when EXCURSION, the Ford Foundation TV-Radio Workshop's program for young people, is telecast in RCA compatible color, Sunday, Feb. 28 (NBC-TV, 4 p.m., EST). The performance will be seen on the nation's existing receivers in high-quality black and white.

A seven-minute-long jam session, spontaneous as all true jam sessions are, will feature some of the nation's top-flight jazz artists. Members of the band will not know what song they are to play and improvise on until they are cued in mid-program with a "Let's go, boys!"

Performing artists will be Mel Powell, piano; Buck Clayton, trumpet; Louis Belson, drums; Dick Dickinson, trombone; Edmund Hall, clarinet; Walter Page, bass; Mundell Lowe, guitar; Osie Johnson, drums; Joe Newman, trumpet; Cliff Jackson, piano, and Paul Quinichette, tenor saxophone.

Burgess Meredith, in his usual role of program guide, will talk with the men about jazz -- what it is and where it came from -- and will call for demonstrations on their various instruments. A group of dancers also will be featured.

The telecast will originate in NBC's Colonial Theatre, New York.

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NBC-New York, 2/24/54





OK

RECORDING OF BEETHOVEN'S 'MISSA SOLEMNIS,' WITH TOSCANINI  
CONDUCTING NBC SYMPHONY, IS RELEASED BY RCA VICTOR

Arturo Toscanini's recording of Beethoven's great "Missa Solemnis" with the NBC Symphony Orchestra has been released by RCA Victor. The recorded performance took place in Carnegie Hall in three days following the NBC broadcast of the work on March 28, 1953.

Assisting artists in the presentation are Lois Marshall, soprano; Nan Merriman, mezzo-soprano; Eugene Conley, tenor; and Jerome Hines, bass. Robert Shaw conducts the Robert Shaw Chorale.

The broadcast performance of this work by Toscanini and the NBC Symphony was received with unbounded enthusiasm by the music press and general public. The "Missa Solemnis" of Beethoven is not often performed because of the great technical and interpretational difficulties. In both of these respects, Toscanini surmounted the problems and brought forth a performance of skill and spiritual depth, according to the press.

Because of its previous experience recording Beethoven's "Ninth Symphony" with Toscanini and using its New Orthophonic Sound, RCA feels this record is a new high in musical reproduction.

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NBC-New York, 2/24/54



ALL BUT 19 STATES HEARD FROM IN BID OF NBC-TV 'HOME'  
PROGRAM TO INCLUDE SOIL FROM 48 IN SERIES 'GROWERY'

Republican and Democrat alike, the governors of the United States are getting behind NBC Television's HOME, which will make its debut Monday, March 1 (11 a.m.-12 noon, EST).

All but 19 states have responded to an invitation to be represented in the "growery," a plot of soil on the HOME set in which gardening specialist Will Peigelbeck will demonstrate how to grow vegetables and flowers. This regular feature on the women's service program will be one of many presided over by editor-in-chief Arlene Francis.

Producer Jack Rayel asked the 48 governors to send in samples of their states' soil to be included in the "growery" so that it might be national in character and as rich as possible.

To date he has heard from all but the following states: Massachusetts, Kentucky, Washington, Maine, Nebraska, Oklahoma, Colorado, Mississippi, North Dakota, South Dakota, New Mexico, Arizona, Idaho, Indiana, Arkansas, Tennessee, Wyoming, Minnesota, and Iowa.

Packages of soil have actually arrived (and are ready for mixing) from Delaware, Connecticut, Georgia, Maryland, Wisconsin, Virginia, New Hampshire, Nevada, Pennsylvania, South Carolina, Ohio, Alabama and Oregon. Sixteen other chief executives or their representatives have indicated that they wish their states to be included in the "growery."

Some of the governors have looked to their own capitol grounds for soil which they wished to have included in HOME's "growery." Others referred the requests to soil experts and charged them to produce the richest possible earth for the television program.

(more)







The latest group of respondents has tended to favor science over history, tradition and state pride.

For example, H.H. Krusekopf, professor of soils of the University of Missouri, acting at the request of Governor Phil M. Donnelly, sent word that his state will be represented by "a sample of soil that is representative of a large area in central northwestern parts of the state" -- classified as "Knox silt loam."

Jerry Olrich, state gardener of California, spoke scientifically but also as a true Californian when he wrote:

"The soil is quite loamy and has quite a bit of sharp sand throughout its entire structure, making it very drainable. The soil is very high in nitrogen and phosphates, thereby making it possible to grow just about any plant that is grown on the face of the earth."

The spokesman for West Virginia, Marvin H. Snyder, chief chemist in charge of laboratories for the State Department of Agriculture, wrote:

"The character of a soil is reflected in the health of the animals that graze on the foliage and also in the people who populate the area. There are no areas in the State of West Virginia where deficiency diseases are prevalent. If it is sulphur, calcium, iron, magnesium, boron, cobalt or any other element needed for life, they will be found in the sample of soil we are sending you. . . "

The proud West Virginian added: ". . . and because of these innate qualities it may cause other soils to become more productive when mingled with them."

With those words, Rayel and Peigelbeck prepared to mix the soils that already have arrived and awaited the results.



# NBC

## TRADE NEWS

OK

February 25, 1954

SID CAESAR SIGNS LONG-TERM NBC CONTRACT AND WILL STAR  
IN OWN ONE-HOUR TV SHOW NEXT SEASON; NEW PROGRAM  
ON TV ALSO IS PLANNED FOR IMOGENE COCA

- - -

Max Liebman to Continue 'Your Show of Shows' With  
New Performers and New Format Next Season

New York, Feb. 25 -- Comedian Sid Caesar has signed a new long-term contract with the National Broadcasting Company and plans are in the making for him to star in his own one-hour television show next season, Sylvester L. Weaver, Jr., NBC President, announced today.

Imogene Coca, Caesar's versatile co-star on "Your Show of Shows," is working with NBC on the development of a new half-hour television program for herself, and this project is well under way, Mr. Weaver added.

Max Leibman, the producer who brought Sid and Imogene to stardom on NBC television, will continue "Your Show of Shows" next season on the NBC network with new performers and a new format.))

Announcing the changes, Mr. Weaver explained:

"The highly successful association of Sid, Imogene and Max began on the NBC television network five years ago, and these three brilliant talents reached the peak of success together on 'Your Show

(more)







of Shows.' The new plans arose from mutual understanding and the desire of each of them to go forward to still greater attainments in their own shows. At the same time, their plans gave NBC the opportunity to strengthen its own program schedule with three hits and thus expand the talents of our three stars. We at NBC are sincerely and enthusiastically behind all three in endeavoring to accomplish what they and we feel is best for them and for their large and loyal public."

Mr. Weaver said these changes are another step forward in implementing the programming plans which he and Robert W. Sarnoff, NBC's Executive Vice President, have developed with Thomas McAvity, Vice President in charge of television network programs. "Your Show of Shows" with Sid and Imogene will continue as usual to the conclusion of the present series in early Summer and the new programs will premiere in the Fall.

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NBC-New York, 2/25/54



February 26, 1954

NBC-TV'S 'HOME' WILL TAKE TO THE AIR MARCH 1 WITH THE LARGEST  
ADVANCE SPONSOR LINE-UP OF ANY PARTICIPATION SHOW IN HISTORY

HOME, NBC-TV's exciting new program created for and dedicated to the American woman, will premiere Monday, March 1 with the largest advance sponsor line-up of any participation show in the history of broadcasting, George H. Frey, NBC Vice President in charge of Television Network Sales, announced today.

Ten sponsors already have placed orders for participations on "Home," Frey said.

The number of participations ordered by these sponsors totals an impressive 228.

The total gross value of the orders already placed is close to \$1,500,000 -- solid indication of the faith of these advertisers in the values offered by NBC-TV's latest pioneering move in daytime television.

Here are the advertisers already signed up for "Home," along with the number of their participations:

Aluminum Company of America, Pittsburgh, Pa.: 52 participations for Wear-Ever aluminum foil, and 13 participations for Wear-Ever cooking utensils, both campaigns starting the week of March 1 and placed through Fuller & Smith & Ross, Inc.

(more)



January 20, 1964

THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION AND IS NOT TO BE  
DISSEMINATED OUTSIDE YOUR AGENCY.

1. THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION AND IS NOT TO BE  
DISSEMINATED OUTSIDE YOUR AGENCY. THE INFORMATION IS FOR YOUR  
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AGENCY.

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INFORMATION ONLY AND IS NOT TO BE DISSEMINATED OUTSIDE YOUR  
AGENCY.



Sunbeam Corporation, Chicago, Ill.: 52 participations for its electrical appliances, beginning the week of March 1, placed through Perrin-Paus Company of Chicago.

Pepperell Manufacturing Company of Boston: 39 participations to be spotted in May, August and January to support the firm's white sale promotions, placed through Benton & Bowles, Inc.

General Mills Inc., Betty Crocker Cake Mix Division, Minneapolis, Minn.: one participation a week for 13 weeks starting in June, placed through Batten, Barton, Durstine & Osborn, Inc.

Helena Rubinstein, Inc., of New York: four participations, placed through Hewitt, Ogilvy, Benson & Mather, Inc.

James Lees and Sons Company, carpet manufacturer of Bridgeport, Pa.: 13 participations beginning the week of March 1, placed through D'Arcy Advertising Company.

American Greeting Card Company of Cleveland, Ohio: 13 participations to be spotted before Easter, Mother's Day, Father's Day, and Christmas, placed through Fuller & Smith & Ross, Inc.

Avoset Corporation of Los Angeles, maker of Qwip, a pressurized whip cream: 10 participations beginning the week of March 1, placed through Fletcher D. Richards, Inc.

Dow Corning Corporation of Midland, Mich.: six participations for its silicon process for water repellency, beginning the week of March 1, placed through Anderson & Cairns, Inc.

And a leading manufacturer of major kitchen appliances: 13 participations beginning the week of March 1. (The name of this client cannot be made public at this time).

(more)



3 - 'Home'

Featuring Arlene Francis as editor-in-chief, "Home" will be seen Monday through Friday from 11 a.m. to 12 noon, EST, over 42 stations in the East and Midwest. The program will be produced from a permanent \$200,000 set constructed at NBC's 67th Street studios in New York.

There will be eight one-minute commercials per hour on "Home" plus a maximum of six 20-second product mentions:

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NBC-New York, 2/26/54





# NBC

## "today"



February 26, 1954

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NBC-TV'S COVERAGE OF NEW ORLEANS MARDI GRAS HIGHLIGHTS  
TO BE SPONSORED BY FORD DIVISION OF FORD MOTOR CO.

\*-----\*

The Ford Division of the Ford Motor Company has bought NBC-TV's coverage of the century-old celebration of Mardi Gras in New Orleans Tuesday, March 2.

The announcement was made by George H. Frey, NBC Vice President in charge of Television Network Sales.

The three highlights of the Mardi Gras fun-making to be televised by NBC-TV are the Rex Parade, 11:45 a.m.-12:30 p.m., EST; the Comus Parade, 9:30-10 p.m., EST; and the Rex Ball, 12 midnight-12:30 a.m., EST.

One of the most famous festivals celebrated in this country, Mardi Gras has become known throughout the world as a time of revelry and merry-making -- the final festive demonstration before the holy season of Lent.

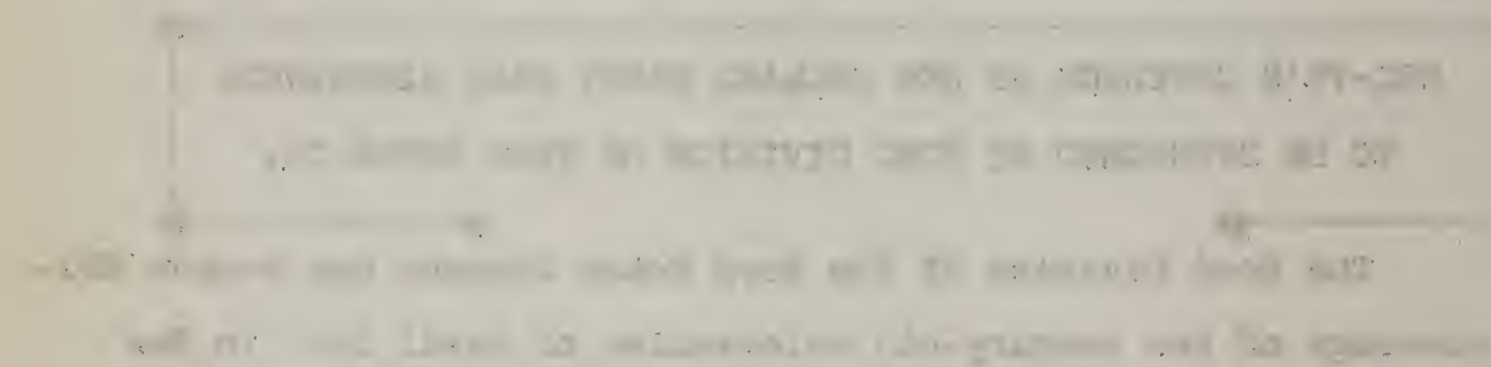
Each year thousands flock to New Orleans to participate in Mardi Gras, enjoying the pageantry and colorful ceremony that this year will be shared by millions watching on NBC-TV.

J. Walter Thompson Company is the agency for the Ford Division of the Ford Motor Company.

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Section 10, 1954



### Section 10, 1954

The treatment was given in Group 10. The results were as follows: The first group of 10 subjects showed a significant improvement in the first 10 days. The second group of 10 subjects showed a significant improvement in the first 10 days. The third group of 10 subjects showed a significant improvement in the first 10 days. The fourth group of 10 subjects showed a significant improvement in the first 10 days. The fifth group of 10 subjects showed a significant improvement in the first 10 days. The sixth group of 10 subjects showed a significant improvement in the first 10 days. The seventh group of 10 subjects showed a significant improvement in the first 10 days. The eighth group of 10 subjects showed a significant improvement in the first 10 days. The ninth group of 10 subjects showed a significant improvement in the first 10 days. The tenth group of 10 subjects showed a significant improvement in the first 10 days.

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EDDIE CANTOR WILL PRESENT 13TH ANNUAL LOOK MOVIE  
AWARDS ON 'COLGATE COMEDY HOUR' OF MARCH 7

Eddie Cantor will present the 13th annual Look Magazine motion picture achievement awards Sunday, March 7, (8-9 p.m., EST) when he takes his turn as the rotation star on NBC-TV's COLGATE COMEDY HOUR. This will mark the first time the Look motion picture awards will be televised.

Stars appearing on the show will include Audrey Hepburn, William Holden, Jack Palance, Frank Sinatra and Brandon de Wilde.

Gardner Cowles, editor of Look, will participate in the awards, and the motion picture industry will be represented by Y. Frank Freeman, vice president of Paramount Studios.

Cantor's appearance on the 'Comedy Hour' is produced and directed by Manning Ostroff, assisted by George Habib. Director is Sid Smith. Al Goodman conducts the orchestra. Pete Barnum is executive producer.

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NBC-TV NEWS

MORE AND MORE TOPICS GALORE ARE IN STORE  
FOR 'HOME' VIEWERS DURING PREMIERE WEEK

The second edition of NBC-TV's new HOME show on Tuesday, March 2 (11-11:45 a.m., EST) will introduce the Midwest editor, Dorsey Connors. She will discuss modern home furnishings from the Good Design Exhibit in the Merchandise Mart in Chicago. Other features on this day will include editor-in-chief Arlene Francis and some of the other "Home" editors in a leisure-time-activities segment devoted to party games; a fashion spot with Eve Hunter showing how to make a dress from a pattern, and Poppy Cannon with a special recipe for creole cooking.

Intended as a tie-in with the network's pick-up of the annual Mardi Gras in New Orleans (at 11:45 a.m., EST when "Home" will be preempted for 15-minutes of its regular time), Poppy will show how creole gumbo, a popular dish at the famous Brennan's restaurant in New Orleans, can be simply prepared at home.

Will Peigelbeck, gardening editor of "Home," will make his debut on Wednesday, March 3 when he will present a number of seasonal gardening tips. Miss Sydney Smith, in the home decorations department, will present a variety of decals, showing what they are, how much they are and how to apply them, and food editor Poppy Cannon will present a group of Lenten fish recipes. Teen-age topics will occupy much of the remainder of this program, when teen-age clothing will be shown in the fashion segment. Dr. Franzblau will discuss the question of "going steady" with three articulate teen-agers in the Family Affairs spot, and Eve Hunter will present a beauty feature dealing with care of the hands.

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# MORE AND MORE TOPICS RAISED AND IN STORE FOR 'HOME' VIEWS DURING WINTER WEEK

The second edition of WASH. POST's new HOME show on Tuesday

Feb. 2 (11-11:45 a.m., EST) will introduce the Midwest editor, George  
Murray. One will discuss modern new furnishings from the good  
also exhibit in the Washington area in Chicago. Other features of  
is day will include editor-in-chief Arthur Frenkel and editor of the  
new "Home" column in a feature-rich magazine devoted to  
the home. A session with the Home show will be held in  
the new exhibit, and many others with a special topic for  
each evening.

Introduced as a 10-in. with the new show's program of the  
show (from 10 to 11:45 a.m., EST) will show the  
program for 12 minutes at its regular time. Copy will show the  
new exhibit, a popular one at the Home show's program in the  
show, can be easily prepared at home.

With the second, continuing edition of "Home" will show the  
set on Wednesday, March 2 when he will present a number of seasonal  
decorating tips. Miss Sydney Smith, in the home decoration department,  
will present a variety of ideas, showing what they are, how much they  
and how to apply them, and how to apply them. Copy Cannon will present a  
top of London this season. Ten-day topics will cover such as the  
number of this program when two are righting will be shown in the  
show segment. Dr. Friedman will discuss the question of "going  
easy" with these articles on the 7th of the 11th spot.  
The Home show will present a heavy feature dealing with care of the



Thursday, March 4, Arlene Francis will discuss trends in children's books in the leisure time department of "Home," and Will Peigelbeck's second garden spot will show how to plant, cover and water seeds properly. In the fashion segment Eve Hunter will display a number of versatile sportswear costumes and she'll also do a beauty feature on eye care and make-up. Poppy Cannon will demonstrate the preparation of some tasty, low-calorie diet foods, and Dr. Franzblau's subject for the day will be "Happy Marriage," which she will discuss with Rev. Robert A. Ford of the Catholic Charities.

Elinor Ames, etiquette editor for "Home," will be introduced on Friday, March 5 when, aided by comedienne Margaret Hamilton, she will demonstrate the right and wrong ways of visiting overnight or for the week-end. Special projects editor Estelle Parsons will present some useful information on income tax preparation and, in the food department, Poppy Cannon will offer week-end recipes which she calls "foods that can sit." A special film made in a child care day center will also be seen and, in the home decorations department, Sydney Smith will show how to make better use of closet space.

Regularly featured on all editions of "Home" will be baby films taken by the well-known baby photographer Constance Bannister, and the shopping news features.

Richard A.R. Pinkham is executive producer for "Home."

Jack Rayel is producer and Richard Linkroum is associate producer and director.

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NBC-New York, 2/26/54





EMPIRE STATE COMES THROUGH IN NICK OF TIME WITH SOIL  
CONTRIBUTION FOR 'HOME' GROWERY USE IN FIRST TV WEEK

A puzzling crisis was averted at week's end on NBC Television's HOME program as it prepared to debut Monday, March 1 (11 a.m.-12 noon, EST).

Although the program was scheduled to originate from a studio at West 67th Street and Columbus Avenue in New York City -- and therefore would rest squarely on soil of New York State -- HOME's "growery" had no sample of earth from the Empire State to be included with representative soil sent in by chief executives of the other 48 states.

Nearby Connecticut, New Jersey and Pennsylvania had sent in their packages of soil. So had California, Kentucky, Delaware, Georgia, Maryland, Wisconsin, Virginia, New Hampshire, Nevada, South Carolina, Ohio, Alabama and Oregon. Thirteen others had assured producer Jack Rayel that they wanted to chip in their bit of earth to make the "Home" "growery" truly national and as rich as possible.

But no sign of official New York soil. One program assistant, sunning in his lunch hour in nearby Central Park, remarked dolefully: "Soil, soil everywhere, but not a drop to put in the 'growery.'"

Then, on Friday afternoon, the postman delivered a package of earth postmarked Geneva, N.Y., home of the New York State Agricultural Experiment Station of Cornell University.

Attached was a letter from A.J. Heinicke, director of the Experiment Station, identifying the contents as "Ontario Loam." He added: "This is a very productive soil containing considerable lime. Fruits and vegetables grown in this soil are very nutritious because of its high mineral content."

(more)



Meanwhile, "Home's" gardening specialist, Will Peigelbeck, enjoyed a quiet chuckle about the "growery," wherein he will demonstrate how to grow vegetables and flowers.

At best the token packages of soil from the 48 states, including that of his own native New Jersey, could only fill a portion of the "growery." So, while state pride continued to be affirmed from 48 different directions, Peigelbeck quietly poured in two tons of New Jersey soil media contributed by the Hyper-Humus Company of Newton, N.J.

Peigelbeck's first appearance on HOME will be on Wednesday, March 3. He will demonstrate pruning, dormant spraying, forcing spring blossoms and seed selection.

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NBC-New York, 2/26/54





THE 'HOME' SPIRIT

Henry Prigel, acting mayor of Home, Kansas, sent the following telegram to the National Broadcasting Company today:

"Home, Kansas, is happy to extend greetings to NBC's HOME television program and to wish it the rich, wholesome life that inhabitants of this community enjoy. With such a name as 'Home,' your program for the American household is assured of greatest success."

"Home" will make its debut Monday, March 1, 11 a.m. to 12 noon, EST.

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